BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

TALENT

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BROADCASTING
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THANK YOU, MR. MASSEY!

• ADVERTISING AGENCY HEAD POINTS WAY TO TAKE HEADACHE OUT OF CURRENT PROBLEMS

Gives Radio Credit for Clients' Increased Sales and Commends WBT for Cooperation in Making Broadcasts Effective

"The renewal of our contract with you for the continuation of the 'B. C. Sports Revue' for an indefinite period of time is evidence enough to prove that we regard WBT very highly.

"Our client, the B. C. Remedy Company, is very much pleased with the manner in which you have handled the sports revues and the splendid way in which your whole staff has cooperated with us in making these broadcasts effective.

"We feel that your station has been of material assistance in helping us consistently increase the number of radio stations used by the B. C. Remedy Company, and the B. C. officials do not hesitate to give radio due credit for the increased volume of business they are now enjoying."—C. KNOX MASSEY, *Vice-president of Hoyt, Martin & Massey, Inc., advertising agency.*

Read the story between the lines. Or shall we interpret it with you? Like this:

WBT is a good station to use. Because it has 5,000 watts. Cleared channel. Located in the biggest city in North and South Carolina which also, by the way, is the main distributing center and almost the geographical center. Has 4,000 more watts than any other station in those same two states. Full time, too.

WBT's listeners are loyal. They gave this station as their first preference in Charlotte in a recent audit of station popularity made by Price Waterhouse Company.

Always attentive to its advertisers, WBT's very capable executives and staff stand ready to work with you, cooperate with you, and help you get results. You can use this station . . . *profitably.*

Our "Red Book," conscientiously compiled, tells a true story of WBT's coverage and market. Interested executives not already supplied are invited to ask for their copy.

STATION WBT INCORPORATED

• Key Station of the Dixie Network of the Columbia Broadcasting System

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

• THE COLUMBIA BROADCASTING SYSTEM

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Never Before Available

For use with existing equipment, the RCA Victor Co., Inc., offers broadcasters two units never before available.

TYPE EX 4170 FREQUENCY CONTROL EQUIPMENT

A HIGHLY developed crystal control unit such as is incorporated in the RCA Victor broadcast transmitter. It consists of an oscillator panel (with provision for duplicate crystal) buffer amplifier panels and power supply panel,—all suitably designed for rack mounting. This equipment is sufficiently flexible to meet the requirements of any broadcasting station in compliance with General Order No. 116.

TYPE EX 4180 FREQUENCY MONITORING EQUIPMENT

This equipment comprises a crystal oscillator guaranteed to hold its frequency within 10 cycles and a visual indicating frequency meter, showing in cycles the deviation of the carrier from the monitoring frequency. This device is designed to enable broadcasters to comply with the orders of the Federal Radio Commission that, effective June 22nd, 1932, equipment be maintained to check the carrier within 50 cycles of its proper frequency.

RCA Victor Company, Inc.

Radio Corporation of America Subsidiary

CAMDEN, N. J.

"RADIO HEADQUARTERS"

CODE OF ETHICS

of the

NATIONAL ASSOCIATION OF BROADCASTERS

Adopted March 25, 1929

1. Recognizing that the Radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used by others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the Radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid-for material.

7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

8. Where charges of violation of any article of the Code of Ethics of The National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges and notify the station of its findings.

National Association of Broadcasters
National Press Building
WASHINGTON, D. C.

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 1 | WASHINGTON, D. C. | JANUARY 1, 1932 | $3.00 PER YEAR—15c A COPY

The Industry Looks to 1932 With Optimism

New Year Expected to See Greatest Test of Broadcasting; Advances Predicted in Technique, Programs, Business

1932: Full Speed Ahead!

PROBABLY the most significant idea running through most of the comments that follow, which were requested by the editors of BROADCASTING from leading figures in all branches of the radio art and industry, is the insistence from so many quarters that the broadcasters must look to their laurels in 1932. They must put and maintain their own houses in order. No group of men are more aware of this than the broadcasters themselves, as reflected in their own statements.

There is good common sense in these remarks on the outlook for broadcasting as an art and industry in this new year. The editors do not necessarily agree with all of the statements made, but they regard as highly significant their general tenor. For the most part, the broadcasters appear to be hopeful and optimistic; there are perceptible notes, however, of uncertainty and perhaps occasionally some justifiable trepidation.

The statements run the gamut from program and advertising technique to technical advances, actual and potential. Each statement submitted is here republished in full. The thorough perusal of them all is commended as a composite text of the broadcasting industry's ideals and hopes and ambitions for 1932.

MERLIN H. AYLESWORTH
President, NBC

PUBLIC interest in broadcasting has shifted from the novelty appeal of a few years ago to the program appeal of today. Occasional statements to the contrary, more people are listening to more programs for more hours each day than ever before.

Seeking the cause for this accelerating interest in broadcasting, we find several contributing factors. In the main, the older programs have become almost household necessities and are listened to as regularly as the daily papers are read. Also, the newer programs are utilizing the cumulative experience of the past ten years in program composition and presentation.

But far and above any other consideration, the most important progress is being made towards the realization of that great influence which is inherent to broadcasting. The closer cooperation between schools and broadcasters, churches and broadcasters, public men and broadcasters, and other classes that go to make up our national life, is tending towards the better administration of programs and their use to the best advantage of the public at large. I believe that 1932 will mark the rounding out of the institution of broadcasting as the greatest cultural service to our people.

H. A. BELLOWS
Former Federal Radio Commissioner; Vice-President, CBS

THE BROADCASTING industry during 1932, in my opinion, has its fate largely in its own hands. The value of broadcasting as an advertising medium has been fully demonstrated, but it remains to be seen whether the broadcasters will be able to hold and further enlarge their audiences by intelligent program service. If the broadcasters, or any considerable number of them, are so stupid as to fail to look beyond the hope of quick cash return, they may seriously injure and perhaps destroy their own business. If, on the other hand, they will realize that their main task is building solidly for the future, they will see to it that their stations first of all render an adequate and varied service to the public. If 1932 is a year of thorough housecleaning among the broadcasters, it will be a good year in itself and a long step toward better years ahead. If such a housecleaning does not take place, 1932 may see Congressional action which will permanently cripple a broadcasting service that, with all its admitted defects, is today the most varied, the most extensive, and the freest from artificial restraint in the world.

COL. THAD H. BROWN
General Counsel, Federal Radio Commission

RADIO is now an art and an industry. In the beginning it was just an art. Then, as its tremendous possibilities were realized, it became an important industry in an incredibly short time. Possibly the best known branch of that industry is broadcasting. In its infancy, broadcasting was such a novelty that the public was content with almost any kind of programs. That time has long past. Today a high standard of mechanical and artistic performance is required of all broadcasting stations. Recognizing this, stations are more and more turning their microphones over to those skilled in presenting artistically, music, lectures, drama and even advertising and announcements. During the past year the Court of Appeals of the District of Columbia, in sustaining the Commission's decision ordering off the air a station whose past operation was by it thought unworthy of the trust a station license imports, quoted: "By their fruits ye shall know them." So long as past operation of a station is considered by the licensing authority as a measuring stick for future privileges, radio broadcasting will continue to improve, and the outlook in 1932 is distinctly encouraging.

FRANK BULL
Manager, KMTR, Hollywood

TO MY MIND, one of the 1932 features in the broadcast realm will be a tendency to guarantee absolutely that the sponsor will get what he pays for.

I think that the times point towards a greater solidarity in station staffs. There will be fewer changes in personnel. And perhaps, at the same time, though the trend is towards more mechanical announcing, the pendulum will swing backward to the point where the individual announcer will come into his own. Already the chains are realizing this. Independent stations will, too.

Perhaps another point can be made in that there will be less ballyhoo for stunt performances. The standard program, with its various ramifications, after all, forms the bulwark of a radio station's wares, and listeners come to depend on their favorite station just as they do their neighborhood grocer or druggist.

LOUIS G. CALDWELL
Former General Counsel, Federal Radio Commission

IN THESE troubled days that cast a shadow over the coming year, broadcasters have an opportunity for service such as is open to the representatives of no other industry. Channels leading into half the homes of America have been placed in their trust. Over these channels, without cost to a listening public depressed by disheartening losses and unemployment, can be delivered a message of cheer and a wealth of information and education to aid us all in finding the path back to happiness and prosperity. The studio and the microphone have replaced the public platform at a time when issues of the deepest significance to our welfare are to be debated.

The year 1932 should witness the establishing of broadcasting more firmly than ever as a vital necessity in the daily life of our people. Yet it must not be forgotten that the opportunity is one which can be impaired by a number of evils. Some press from without; such are the dangers to good radio reception proceeding from unscientific allocation proposals and from failure to protect the rights and the future of the broadcasting industry against interference from stations lying on the other side of international boundary lines. Such also are the dangers of unduly rigid

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and unsound legal restrictions, whether by law or by regulation, and of governmental intolerance toward free discussion of public problems. Other dangers just as formidable press from within, such as excessive advertising, and may lead to undesirable legislation. These threatened evils are not theoretical; they are very real.

I am confident that, by the exercise of constant vigilance and by the maintenance of harmony in its ranks, the broadcasting industry can and will prove itself fully equal to the opportunity which is open to it.

POWEL CROSLEY, Jr.
President, WLW, Cincinnati

IT IS RATHER a difficult matter to make predictions regarding the future of broadcasting. In an industry as young as this, trends come and go in a rapid manner. However, the following trends seem so well established that they will undoubtedly hold true for 1932.

1932 will witness the return of longer programs, replacing the 15 minute programs and straight announcements so popular during the past year. There is sufficient evidence to prove that an hour or half hour program creates a more lasting impression in the minds of listeners than the shorter periods made up mostly of thin acts such as harmony teams, crooners, etc.

Commercially, the broadcasting business should continue to prosper. Under present conditions when advertising appropriations are given more searching scrutiny, broadcasting appears to be the answer in affording greater coverage at a more economical rate.

If properly controlled by the industry itself, the future of broadcasting is assured. It will take its rightful place as one of the basic advertising mediums.

WALTER DAMM
Manager, WTMJ, Milwaukee

THE CHILD whose every gain in weight was looked upon with great glee, and whose every gurgle was a new word in its vocabulary, has suddenly become the young man. Fond parents, lavishing money on the child, are at the point where they now realize that if the child is to take its place in the world of business he must stand on his own feet and support himself—he must go to school and choose—and study for his career.

Radio today is accepted as an advertising medium, and the prospects for 1932 for radio as an art and industry are just what the broadcasters will make them.

Broadcasters who have proceeded on the basis of taking everything there was to be had while the having was good should, from now on, look to other fields for their takings. Those who have made real contributions to building broadcasting as an art and industry may find that while business may not be as easy to get as it was in the past, by using sound business principles they will build the future growth of their stations and the entire broadcasting industry on a solid bed rock foundation, and that such growth will follow that of business in general.

1932—from a revenue standpoint—should be the greatest in the history of radio broadcasting. But—whether, with the additional expenses confronting all broadcasters, the net returns will be greater than during the past years, cannot be determined until the magnitude of these additional expenses is reached.

DR. LEE DeFOREST
Pioneer Radio Inventor

IT SEEMS highly probably that 1932 will see some constructive and possibly radical step towards the betterment of American broadcasting, resulting from the earnest and ever-increasing protests which its defiled commercialism has at last brought down upon it, from the press and from almost every class of society.

The much lauded "American Plan" has now proven to be simply and unblushingly the idea of grinding out from the government's freely granted franchises to the use of the ether the last possible dollar from the advertiser, quite without regard to the public's rights in radio broadcast.

The sad state of the radio industry today is more due to the miserable quality of radio programs than to any other cause. The public simply isn't listening in—not to a degree remotely approaching that of three or four years ago. More receiving sets, yes—but usually unused. We have learned that the switch-off is the most valuable part of a radio set.

Under these existing conditions the duty of Congress to remedy, or eradicate, these evils is paramount.

If they decide to tax radio, prescribe a censorship to limit advertising, re-make the Radio Commission more in the public's interest—the broadcasters will have only themselves to blame.

It is high time that we begin to realize that radio broadcasting was conceived for the public's benefit and behalf—for education—in good music, in politics, for worth-while information, cultural benefit, to uplift our present level of thought and entertainment—and not as a mere medium for private revenue. The worth-while leaders of broadcasting will readily find a way for making it profitable, even if compelled by law to make it palatable.

May 1932 bring reform to radio.

CLARENCE C. DILL
U. S. Senator from Washington

BROADCASTING during 1932 will probably contain more political discussion than ever before in the history of radio. Not only will the Presidential candidates have a better opportunity to reach all the people by means of the great nation-wide chain systems, but candidates for Governor, Senator, Congressman and minor offices will probably spend more money than ever before to present their views to the American people.

This freedom of use of the air for political campaigning is in striking contrast with the limitations placed upon political discussions in other countries. In those European countries where radio has reached its highest development—particularly in Germany, Denmark, England and Sweden—individual candidates can not use the radio. Even the leaders of the opposing parties are limited in the discussion of political questions to short periods just previous to election day. Of course, in Russia, the government uses radio for propaganda purposes. That means that the people never hear but one side of public questions. In this country, the only limitation which the law places upon the use of radio for political purposes is that if the owner of a radio station permits one candidate to use that station, he must allow opposing candidates the same privilege on the same terms.

I think, too, that objectionable advertising in sponsored programs will probably become less during the year 1932. Unless some such result is accomplished, either the Radio Commission must interpret the words "public interest" now in the statute, so as to lower the standard of the station that uses too much advertising, or public opinion will compel Congress to pass legislation which will limit advertising by radio.

ROY S. DURSTINE
Vice President and General Manager, Batten, Barton, Durstine & Osborne, Inc.

FROM WHERE I sit it looks as if there would be these five trends in radio broadcasting in 1932:

1. A greater realization on the part of the advertiser that in his spoken selling over the air he must be just as courteous, just as persuasive, and just as considerate as he is in the personal selling by his salesmen. When he trains a house-to-house salesman he makes sure that the training includes an agreeable approach, a convincing argument, and a knowledge of the fact that many a sale is ruined because a welcome is over-stayed.

2. It's a presidential year and if 1928 is any guide that means the sale of a lot of radio sets. Maybe this will be one industry which will receive an impetus from the campaign on the air.

3. It will be interesting to see whether the politicians who object when an advertiser sells his product will exercise the restraint which they advocate when it comes to selling their own merchandise. Most advertisers are quick to condemn over-commercialism in everybody else but have a blind spot when it comes to their own selling talk.

4. A realization on the part of talent concert bureaus and artist managers that most things cost less today than they did a year or two ago and that in the face of that trend talent costs cannot ride an ascending scale.

5. The exercise of greater ingenuity in the building of programs rather than the expedient of buying one big name.

EDGAR H. FELIX
Radio Consultant and Writer

WITH THE special consideration the advertiser is forced to give to economic expenditure of his appropriation, I am convinced that the outstanding development of broadcasting as an industry during 1932 will be the establishment of methods for definitely determining the value of broadcast coverage. The broadcast management must be able to place before the advertiser definite proof of coverage of a high-grade service area based upon daylight field intensity measurements. The potential number of receiving sets served in such areas can now be accurately established with the aid of the recent census figures, with the result that the cost of serving each receiver per hour can be established and compared with that of other stations. In spite of their apparent accuracy, magazine circulation figures offer the advertiser no more information than this; they are merely a guide as to the number of homes to which a publication is delivered and not the number reading the publication or a particular page of it. The trend toward field intensity proof of coverage is already established. Several important stations will submit surveys as evidence of coverage within the next few months.

DEANE FITZER
Manager, WDAF, Kansas City

NEVER in the history of radio have studios been so full of the finest of arts, never in the history of radio have production men about these studios been so well equipped with enthusiasm and ideas—but, and nevertheless,—with these points granted, radio will fail and become a jibbering idiot if the merchandising element is permitted to dominate and shove into a small corner production values.

LEO J. FITZPATRICK
General Manager, WJR, Detroit

ART AND industry in radio are Siamese twins. The life-stream of both is radio advertising. Not merely of financial support is this true but because of the great challenging, competitive, and diversified spirit with which advertising inspires radio as a whole. Advertisers themselves all grumbling to the contrary, have been the first to recognize a need for improvement in the presentation of radio advertising; and now every alert account on the air seeks to outdo its competitors in smoothly, unobstrusively handled commercialism. Hand in hand with these improvements in presentation is found a steady development of the radio station as a public institution, as owners and managers reach a keener realization of educational and informative duties to city, state and country.

V. G. FREITAG
General Manager KMTR-KMPC-KMCS Network

THE YEAR 1932 will probably resolve itself into individual efforts to provide something "new and novel" in the shape of entertainment programs. But it will probably end without much success in that line, for practically every conceivable type of feature has already been presented in some form or another.

I think that the year will undoubtedly find more chains in the field with at least another national, as well as intercity and interstate group hookups.

Individual stations will have to look to their laurels, for many radio set owners of today leave their dials on some one station and leave them there. Thus each broadcaster must provide a sort of animated vaudeville show with every possible feature from church services and news reports to symphonic music and jazz tunes.

The year will probably be marked with a small decrease in operating costs due to certain readjustments within the industry. Yet I doubt whether the rate card, as a general thing, will be materially reduced. Station time rates have been arrived at after considerable deliberation and in most instances they represent the lowest possible cost.

BOND GEDDES
Executive Vice President, Radio Manufacturers Association

AMERICAN leadership in broadcasting is sure to reach new heights in 1932. American enterprise in the "American way" of broadcasting will develop new uses, new purposes and enhance both the art and the industry, to the benefit of the radio public and the industry, through adherence to the principle of broadcasting as a public service, a means of public progress, and not a mere advertising medium. With the higher development of sound broadcasting in 1932, there is also on the horizon the widening of experimental television and its ultimate union, in the years to come, in a service to the public which transcends the imagination.

Radio broadcasting, already an established daily feature of American life under the American standard of living, will not only enlarge its entertainment features in 1932, but also will increase its public service in world peace, economic restoration, civic progress and through its many other agencies, individual and national development.

J. C. GURNEY
Manager, WNAX, Yankton, S. D.

ANY PERSON or firm having a worthwhile product properly advertised, and by that I mean *using radio*, properly tied in with the old and accepted forms of advertising, direct mail, bill boards, catalogues, periodicals and so forth, will prosper ahead of all other firms *that do not use radio*. All radio stations that have a preponderance of the radio listeners in their own territory will secure a preponderance of this radio advertising *if they have a wide awake commercial department*.

A radio station, to be called such, must render a service to its listeners,—entertainment; not all national programs; some must be local; markets, news, sports, religion (all denominations), education, and above all, programs must be clean. The station having these activities and others, and which frowns on advertising a product or program that does not benefit the listener, will prosper in 1932.

DON E. GILMAN
Vice President in Charge NBC Pacific Division

THE INTELLIGENT broadcaster is constantly responsive to the demands of the radio audience, because he knows that the importance of radio programs depends first upon their acceptance by listeners, and second upon his own ability to shape that acceptance along better and better lines.

Despite the economic crisis through which we have passed, 1932 will prove to be radio's greatest year, from the standpoint of quality of programs, variety of programs, international exchange of programs and the presentation of television in some form.

Because of this, 1932 also will offer the broadcaster his greatest opportunity. Education must put its best foot forward during the coming months, and his alertness to his responsibility in this direction will materially aid in the presentation of programs designed to improve the mind of the radio audience. The successful broadcaster will keep a sense of this responsibility without show or pretense which would indicate that he believes himself a mentor of public taste.

Radio on the Pacific Coast is governed by a peculiar necessity of its own, in that programs of the middle and late evening hours on chain stations or networks, must be created locally, and must be up to the standard set by eastern programs, but I am confident that 1932 will see the West offering programs measuring up to those offered in any other part of the nation.

STANLEY E. HUBBARD
General Manager, KSTP, St. Paul

RADIO can cheerfully and truthfully say that it is starting the new year with higher hopes and more confidence than ever before, for the past 12 months have witnessed gains commensurate with the increased importance of broadcasting to local and national life.

It is now estimated that more than 50 per cent of the American homes are radio-equipped, and the advent of the low-price midget sets has opened new and happy chapters in the lives of thousands of formerly radioless families. The revenue necessary to sustain the high standard of broadcasting has increased in spite of a period of depressed values in which other mediums have suffered heavy losses.

But radio must not rest on its laurels. It must strive for further advances in the art of entertainment and in public service. It must safeguard jealously the reasonable rights that have been bestowed upon it and be alert to forestall the unsound efforts of well-meaning but ill-advised individuals and groups.

W. G. HILDEBRANT
President, Gotham Advertising Co.

IT SEEMS logical that 1932 will see the continued use of broadcasting. In fact, we believe it will be used even more than it has been in the past. Broadcasting is the ideal vehicle to build good will and establish the background, standing, and prestige of the manufacturer sponsoring the program.

One thing is inevitable, and that is the curtailing of long commercial announcements in order to win more listener interest and gain more favorable attention for the program. Fewer people listen to the radio as consistently as they did formerly, and programs must compete for listener interest. If programs are to hold their audience, they must be constructive, interesting ,and entertaining, first, and incidentally carry an advertising message pleasantly, quickly and effectively.

WILLIAM S. HEDGES
Manager, WMAQ, Chicago

THE YEAR 1932 dawns with broadcasting definitely established as the world's most important medium of mass communication. International broadcasts have become events in the lives of radio listeners throughout the world. Sixty million people in the United States can be brought into one vast audience through nation-wide programs.

The very importance of the medium makes attacks upon it inevitable. Many groups will rise with the selfish purpose of gaining for themselves partial or complete control of broadcasting, even though such control might entail complete destruction of the broadcast structure of the nation. These groups will not be deterred by the fact that the American system of broadcasting is the finest in the world and that under such a system, developed through encouragement of private enterprise, the world's largest per capita radio audience has been created.

Never before in the history of American broadcasting has the need for unified action among broadcasters been so great. A solid front among broadcasters is essential if the American system of broadcasting is to be preserved.

It is fortunate both for the broadcasters and the public they serve that the means for presenting this solid front has been provided through the National Association of Broadcasters. The executive committee of the association has adopted a comprehensive program for 1932, designed to protect the American system of broadcasting for the benefit of all the people.

Thanks to the intelligent leadership in broadcasting, further advancement both as an industry and an art can be confidently predicted. The economic soundness of the American system of broadcasting has been proved. The technique of advertising over the air will be further improved and the radio public has assurance that the high standards established by American broadcasting will not only be maintained but will be pushed to even higher levels.

DR. C. B. JOLLIFFE
Chief Engineer, Federal Radio Commission

A LONG stride toward the goal of technical perfection in broadcasting is in prospect during the oncoming year. The year just ended witnessed a marked advance in the quality of broadcast transmission as a result of the cooperative efforts both of broadcasters and the Commission.

When the new 50-cycle tolerance regulation becomes effective next June, there unquestionably will be a material reduction in interference. To comply with this regulation means additional expense to broadcasters but the result will be equivalent to an increase in power.

Of course the ideal technical arrangement cannot be achieved with so large a number of stations to be accommodated on so few channels but we are making the best of a difficult situation.

CLARENCE B. JUNEAU
Production Manager KTM, Los Angeles

THE COMING year, I think, will bring little that is new in the field of broadcast entertainment. But it ought to be a year in which the various broadcasters will strengthen their financial structure, build up more standard and varied programs, create among themselves a workable code of ethical practices, and realize that the operation of a radio station is at once a responsibility and an opportunity for public service. On the other hand, if the radio manufacturers produce sets that will really get everything as it is broadcast, and if the manufacturers of transmitting equipment keep steadily improving the apparatus, the triangle will be complete. Some broadcasters are prone to discuss the depression, others foresee visionary events, but if we all put the shoulder to the wheel and *work*, nine-tenths of our imaginary troubles will fade into oblivion.

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EDWARD KLAUBER
First Vice President, CBS

BROADCASTERS have just enough problems for next year to keep them on their toes. Although a few minority groups are assailing the American system, there is a mounting tide of evidence that the American people like American broadcasting and that the chains and the vast majority of the stations are as keenly aware of their obligations as they are of their opportunities.

I believe that 1932 will see the whole industry in a more healthily competitive state than ever before with our creative energy going into producing better things than ever for the audiences we all struggle for.

LAMBDIN KAY
Director, WSB, Atlanta

AS THE experts agree that broadcasting is more hopelessly menaced than usual as 1932 approaches, I expect to be astonished with another fine year of progress just as I have been year after year for ten years. Advertising technique on programs is distinctly improved, National Broadcasting Company service steadily grows more invaluable and the new National Association of Broadcasters' setup will be a powerful, protective and constructive force. The wise granting of additional high powered transmitters and the insistence upon higher transmitting standards by the Radio Commission will stimulate sale of apparatus, particularly receivers in the rural districts where they are needed most. I hope to see expansion in international entertainment as pioneered by Lucky Strike; likewise, increased scouting of bush-league stations by the networks for new talent to freshen up their shows. Television and prosperity will remain "just around the corner."

By JACK KEIFER
Manager, KMPC, Los Angeles

IN VIEW of many unstable conditions, almost anyon's guess is as good as the next one so far as it relates to broadcast of the coming year. But I think that most people will agree that one trend will be towards feature programs which will operate on a daily basis.

Enormous audiences have been built up on certain programs which have become household words. Of course this does not mean that all the talent will be confined to this type of presentation, but I think that the trend will be in the above direction.

I think that sponsors will begin to realize that the value of station time and talent is not necessarily gauged by the volume of fan mail. While in many cases this is necessary and desirable, it seems to me that commercial sponsors are coming to appreciate the good will features of broadcast, rather than the direct selling appeal.

DR. JULIUS KLEIN
Assistant Secretary of Commerce

I AM CONVINCED that 1932 will witness a reinforcement of radio's already strong position as a wholesome element in the life of our people and as a direct aid to business betterment. On the entertainment side, I think I am not alone in perceiving a distinct advance in the quality, variety and human appeal of the average program. Radio promises vigorously to maintain its status as one of the effective means of paid commercial publicity.

In 1932, if and as we gradually ascend out of the valley of depression, radio is certain to be an enormously helpful factor in the strengthening of morale, the enhancement of public courage and cheerfulness, and the rapid dissemination of accurate business information. In the coming months, radio should make us all increasingly aware of the common interests that bind together the several sections of the country. And in 1932, especially, there can be no doubt that radio will make the vast majority of our citizens more keenly conscious than ever before of the basic conditions that affect our American national policies and governmental efforts.

All these forces, taken together, should work powerfully for an increase in broadcasting activities, in the radio-manufacturing industry and in the business of selling sets.

HAROLD A. LAFOUNT
Federal Radio Commissioner

RADIO'S status as a fixture in the American home should be cemented during 1932. I believe there will be a greatly increased consistent audience because there will be improved programs, particularly in the intelligent presentation of educational features; less and shorter advertising talks, because advertisers are rapidly learning that listeners object to too much sales talk; a better use of radio as an open forum for discussion of questions of national import, and more programs from abroad.

Recent assignment of high power to a number of stations next year will afford a greater variety of program service to rural listeners. Frequency stability and other technical improvements in the structure will inure to the benefit of broadcasters and listeners alike, and the net result should be a heavy demand for receiving sets to aid the industry.

DAVID LAWRENCE
President, Consolidated Press Association

BROADCASTING during 1932 should develop an enlarged interest both as an art and an industry. The radio is a means of mass communication which can be made useful to our people. Its future lies in the hands of the owners of the radio stations. Theirs is the responsibility to serve the public. If they misuse their power, broadcasting as an industry will suffer. The daily newspaper has attained its success by careful attention to the balanced needs of the public. Radio as an art cannot regard the public as interested only in entertainment or jazz to the exclusion of other substantial things that the public wants.

DR. LEON LEVY
President, WCAU, Philadelphia, Secretary, CBS

THE END of 1932 will bring a fruition of the Radio Commission's efforts in creating more high powered stations. Listeners at distant points will have access to a greater variety of good programs. In turn, improved equipment will make international broadcasting clear and dependable and there will be more broadcasting from America to foreign countries.

The A. T. & T. and manufacturers of equipment have already developed devices to increase the frequency range of sound transmission. Many stations will take advantage of this so that not only local but also network programs will be enhanced by a possible sound range of from 40 to 10,000 cycles. Manufacturers of receiving sets will probably take their cue and put out sets capable of receiving the high quality of tone that is transmitted. It is not likely that television will show any striking improvements.

PHILIP G. LOUCKS
Managing Director, National Ass'n of Broadcasters

THE PRESENT status of American broadcasting does not call for words. It demands action. Broadcasters must fight. It is a fight for existence. The power of radio will face the supreme test in 1932.

LeROY MARK
President, WOL, Washington

BROADCASTING stations are operated by men who have obtained their business education in other lines and are applying that training to broadcasting. With "the butcher, the baker and the candlestick maker" behind the business end of this new industry, it will take a reasonable time for them to come to the realization that they are showmen and not following their original vocation.

A broadcasting station has but one asset—not a transmitter, office furniture and what not—but an audience. If broadcasters will broadcast to listeners as though they were in the living room, removing their high hat and amputating their adenoids, and tell the advertiser how much he can talk instead of being tempted by a few dollars of the advertiser's money to permit too much talk there is no reason why the industry should not enjoy phenomenal popularity. The public want entertainment not talk.

WOL's absolute rule as to the maximum of one hundred words for any announcement by anybody, no matter what they pay or how much time they take, we believe accounts for at least seventy-five per cent of our humble popularity, whether it be a spot announcement or a sponsored program.

GEORGE F. McCLELLAND
V. P. and General Manager, NBC

THE STEADY rise of broadcasting through the depression years of 1930 and 1931 augurs well for its continued growth during 1932, particularly so if financial and business conditions improve.

From the business point of view, the proven value of broadcasting has resulted in increased expenditures for sponsored programs over last year despite curtailment of advertising appropriations generally. With the increasing need for commodities of all kinds in 1932, due to the slackened buying of the past two years, more concerns will take advantage of radio broadcasting to garner some of this business in 1932.

From the engineering point of view, progress in broadcasting is in the form of steady improvement rather than radical change or startling innovation. The experiment of 1931 will be manifest in improved service to the listener in 1932, particularly in the fields of international rebroadcasts and remote pick-ups far removed from the usual wire line facilities.

And artistically, finer writers, composers, actors and musicians are steadily raising the standard of radio presentations.

ALFRED J. McCOSKER
General Manager, WOR, Newark

IN OUR OPINION radio will show great artistic development and increased income to broadcasters of the proper type during 1932.

The reasons for the expected artistic development is longer association with the medium on the part of thousands of very earnest radio artists. This, taken in conjunction with the fact that radio is continually recruiting artists of the better type from stage and concert fields. Margaret Anglin, the distinguished actress, a recent convert to radio appearing weekly on WOR, is a sterling example.

Increased earnings for the better radio stations will come from two major sources—satisfaction on the part of consistent advertisers who have already used radio intelligently, plus the fact that more conservative manufacturers who have been watching radio results are daily giving indication of their intention to adopt the medium.

We at WOR have every assurance of an optimistic outlook.

PAUL W. MORENCY
General Manager, WTIC, Hartford

THE BROADCASTING industry can look with certainty toward 1932 as a year in which it will realize increasing stability in its relation to the licensing authority and a wide acceptance among advertisers as *the* medium to be used when certain objects are to be obtained. We, in the industry, should direct our most intelligent efforts to obtain a more coherent program structure and in a definite campaign to educate our important clients to the importance and necessity of such a structure. The American broadcasting system, while the best in the world, is not perfect and because of its nature perhaps will never attain that state, but it has within it at the present time the essential elements; we need but to apply more intelligent direction.

WILLIAM S. PALEY
President, CBS

RADIO broadcasters in 1932 will give increased evidence that they realize their responsibility to the public. Broadcasting is one industry that has not had to peer longingly around corners. Its opportunity is here and now. The men who run the stations and the chains have happily sensed this with the result that if there has not been a dwindling amount of criticism, it has at least come from fewer sources: while on the other hand, we know in a hundred different ways that the general public is better and better pleased.

In 1932 we shall continue to work with our advertisers toward more and more acceptable commercial credits. Fortunately, we find them increasingly inclined to cooperate.

In 1932 also, we shall continue to improve our technique of presentations to keep pace with continual improvements in the mechanical facilities of transmission. Our efforts along educational lines, such as the American School of the Air, continue to win more millions of listeners and will be more diversified than ever before. Our plans for international broadcasting are going to result in some most interesting program interchanges and in 1932 we expect to present more fine music by fine American organizations than ever before.

Columbia's search for radio entertainment is now continually world wide—who shall say what surprises it will produce in 1932!

RUTHERFORD PLATT
Vice President, Platt-Forbes, Inc.

EVERY industry goes through a pioneer period. Not until that period is over does an industry become established and realize its possibilities. The pioneer period for broadcasting is now closing, and broadcasting has become an established, recognized, and reliable industry and art. An important influence is the perfection of the electrical transcription. Today this method takes its place beside the best direct broadcasting in quality of production. Electrical transcription, by making broadcasting more flexible, makes it more useful and efficient.

MARTIN P. RICE
Manager of Broadcasting, General Electric Co.

RADIO broadcasting, begun as an experimenter's hobby and expanded in advance of technical development because of great popular demand, is today a great and important industry. It has grown steadily—even during business depression—and will continue to grow during 1932, as conditions improve.

On the artistic side, radio broadcasting is showing real development. Formerly the broadcaster sought to mirror the theater and concert-stage performance, whereas radio broadcasting today has developed its own technique, particularly in the field of the drama. A tendency toward over-emphasis of jazz is being corrected, and the trend of popular music today is toward melody rather than rhythm. Splendid symphonic arrangements for radio are forming a huge library of music distinctive in quality and of unquestioned appeal.

IRA E. ROBINSON
Federal Radio Commissioner

I THINK that 1932 will show a great improvement in the broadcasting art. The Commission will do its part within the limitations of the law. But I hope, indeed I believe, that the broadcasters will greatly improve the art by putting on advertising in a more subtle, attractive, and respectable way. To do so is in their interest, as well as in the interest of the advertiser upon whom they must rely for the support of the art. Good judgment and good ethics in the interest of the public who listen, should be applied by all licensees of broadcasting stations. Since under our system in America, radio is supported by advertising, we should not object to the advertising, but to any bad or repulsive method by which it is done. The broadcasters can improve the method, and naturally should do so in their own behalf as well as in behalf of the public.

MAJ. GEN. C. McK. SALTZMAN
Chairman, Federal Radio Commission

THERE is every reason to believe that a majority of the countries of Europe will endeavor at the next International Radio Conference which will be held in Madrid next fall to have the present 550-1500 kilocycle broadcast band widened in order that more frequencies will be available for Europe. The United States is making a bigger (as well as a better) use of these frequencies and is accommodating more stations on them than all the combined countries of Europe. There is greater need for more frequencies in the United States than in Europe. If additional frequencies are made available for broadcasting without increasing the number of stations, it will afford great relief to many regional and local stations, giving each a larger service area, eliminating interference now experienced, and giving these stations the opportunity of delivering purer, clearer signals into the homes of their listeners. As the importance of broadcasting grows in the United States, it is inevitable that there must be additional frequencies.

DAVID SARNOFF
President, Radio Corporation of America

EACH year since 1920 has witnessed improvement in the scope and service of radio broadcasting. We have now reached a point, as evidenced by the recent broadcast tribute to Marconi, where virtually the entire world may listen to a program distributed universally, available to any nation which possesses modern receiving apparatus. New opportunities open for 1932. Radio has become an indispensible means by which the people retain touch with their government in Washington. In the presidential campaign of 1932 it will play a most vital part. New services will be added; new avenues of technical advancement will be explored. Radio must continue as a medium for the education, information and entertainment of the people as a whole. Its growth has resulted from its devotion to the public interest. Its future service will be broadened or limited in accordance with its continued fidelity to that ideal.

HARRY SHAW
President, National Ass'n of Broadcasters

NEW AND important economic and political problems will confront the broadcasters during 1932.

The wise broadcaster will take great pains to familiarize himself with the market served by his station and adjust his operating conditions accordingly. Advertisers and advertising agencies are now demanding that broadcasters make available to them market data which is just as accurate as that required from other advertising media. The day when the small station in Iowa can sell New Zealand as a part of its service area is past.

Broadcasters also must give more careful study to the general political situation as it affects their business. No business is conducted more at the mercy of the federal government. Until the business is stabilized, broadcasters must keep abreast all political developments and take such precautions as are necessary to protect their rights.

RAYMOND SOAT
President, National Radio Advertising, Inc.

RADIO broadcasting, in its commercial sense, should reach full crystallization during 1932. Any outlet that offers a maximum circulation of half of the nation's families can hardly be called "supplementary." The coming year will definitely fix radio as a primary advertising medium.

This new status has two significant complements: (1) sectional usage of radio broadcasting will achieve a marked increase; and (2) there should be more expert handling of the advertising copy which is a necessary part of a commercial radio program. The advertising copy usage at present is characterized by a limited number of awkward efforts that are not in harmony with public acceptance, due to trickery or overemphasis. These mistakes will not exist long.

W. D. L. STARBUCK
Federal Radio Commissioner

DURING the coming year I expect that stations, both large and small, will appreciate the value of pleasant advertising and its element of good will in contrast with a forced understanding. There has been rapid progress made in the solution of technical problems and I expect that the solution of program problems will show a like progress. The troubles of the broadcasters are our troubles; proper regulation requires time and patience and a mutual understanding.

E. O. SYKES
Federal Radio Commissioner

VIEWING broadcasting both as an art and industry, it seems to me that its prospects are exceedingly bright for 1932. As an art, we can look back over the five years since the Radio Commission was formed and see a decided improvement in programs both as to their character and rendition. While we are still getting some complaints about advertising, I think that phase is constantly improving too over what it was a few years ago, although the criticism today seems to be that advertising announcements are too long. As an industry, it is my opinion that we will find an increased sale of receivers in those communities where reception improves. And reception conditions may be expected to improve in view of the improvement in transmitter technique constantly being effected. As an economic entity, I believe the public generally is well satisfied with broadcast advertising and I predict an increase rather than a diminution of radio for that purpose.

XUM

NILES TRAMMELL
Vice President in Charge Chicago Division, NBC

FROM the twin viewpoints of art and industry, it would appear that 1932 will see broadcasting on the threshhold of a new era. As an art, it is certain that there will be many new unusual and interesting developments. The Chicago division of the National Broadcasting Company is at present producing one-third of all the programs presented over our networks and our plans look forward to broadcast features that will be of greater appeal to the radio audience than ever before.

The technique of radio programs has been incubating during the past five years with amazing rapidity. Two of the changes that have been noted are: First, international broadcasts; second, the switch-over from the use in radio programs of unknown and mediocre entertainers to the employment of the greatest names in the world of art, science, music and literature.

As an industry, broadcasting has been recognized by American business as the frontal attack in the fight against the world-wide business lull. In its position as the "shock troops," it has demonstrated most thoroughly its ability as one of the major forces in the promotion and development of good will and sales for advertisers.

JEFFERSON B. WEBB
Manager, WWJ, Detroit

RADIO'S future in 1932 is up to the broadcasters themselves. We who operate radio stations have been entrusted with a great responsibility—a responsibility we must not abuse. If we keep the air clean and our progress free of that which, in the past, has drawn to radio much richly-deserved criticism, radio cannot help but prosper whether it be 1932 or any other year. If we broadcasters do that, radio will gain and hold the confidence and support of the listeners.

For some time now we have been hearing that "in 1932 all things are to be better." This note of optimism augurs well for business in general. Let's hope, for the good of the public and the broadcasting stations, that radio will be so conducted as to profit by this inevitable upturn. It is a great opportunity and we must not fail. Let's make 1932 a better year.

LEWIS ALLEN WEISS
Southern California Manager, Don Lee Broadcasting System

BROADCASTING has developed a technique in its artistic production that is more sympathetically attuned to public taste than any previous entertainment effort.

The critical attitude of the radio audience, because of its ability to terminate the entertainment without embarrassment or effort, is more autocratic and severe than obtains under any other circumstances. Consequently, broadcasters recognize the necessity for catering to the human desire for entertainment, realizing that only through sheer merit can the continued attention of the audience be maintained. This recognition is reflected in the steadily improving standard of broadcasting artistry which promises to reach a new peak during 1932.

As an industry, broadcasting has so definitely established itself as an economical and resultful advertising medium that its place in the sun of advertising media can no longer be questioned. If the trends of the last 18 months are maintained, 1932 will witness the greatest expenditure for broadcasting advertising that has ever been expended in any medium of equal youth.

While those having to do with the business of broadcasting are conscious of a constant necessity for striving toward new goals and ideals, they face 1932 with a firm faith and conviction that their efforts in this direction will be amply rewarded.

FREDERICK WILLIAM WILE
Political Analyst, CBS

THE YEAR 1932 is destined to reveal radio at the zenith of its popularity and usefulness as an art and an industry. From the standpoint of a political broadcaster, it conjures up opportunities unparalleled since the American people became familiar with the magic of the air. Beginning with the Geneva Disarmament Conference in February, which I shall be privileged to broadcast for Columbia, and thenceforward into the critical American presidential campaign, the wave lengths will burn with events of vital interest to every man, woman and child in the United States and in the world.

Shuler on KNX

REV. BOB SHULER, militant pastor of Trinity Methodist Church, South, Los Angeles, whose station, KGEF, was silenced by the Federal Radio Commission, started a series of talks over KNX, Hollywood, on Dec. 19. He made a plea for money and baskets for the poor.

Immediately afterward he made arrangements to use KNX each Tuesday and Thursday at 6:45 p.m. (PST) for 15-minute broadcasts relative to his candidacy for the Senate. He now is endeavoring to get KGEF reinstated by an appeal to the Supreme Court on the free speech issue.

Forum Switches

NATIONAL RADIO FORUM, arranged by the Washington Star, with Managing Editor Oliver Owen Kuhn as master of ceremonies, will switch to NBC Jan. 18, to be continued as a weekly sustaining program featuring talks by and interviews with national notables. The program will be heard 10 to 10:30 p. m., EST, every Monday night. It has been featured on CBS.

Opera on the Air

COMPLETELY successful was the first broadcast of a full-length opera on Christmas afternoon: namely, Humperdinck's "Hansel and Gretel" from the Metropolitan Opera House over the coast-to-coast NBC network. Short wave transmitters carried the opera to Japan and other Oriental countries. A box in the grand tier was converted into an observation booth, from which Deems Taylor described the action and engineers controlled the smaller microphones hidden in the footlights. So universal was the appreciation of the experiment that another opera broadcast of "Norma" went on the air the following day and "La Boheme" was scheduled for New Year's Day. Metropolitan will be continued through the season as a sustaining feature.

Newspaper Affiliations

RECENT new newspaper affiliates of broadcasting stations are the Peoria (Ill.) Journal Transcript which carries news flashes over WMBD, Peoria, and the Joliet (Ill.) Spectator, sponsoring a daily news flash over WKBB, Joliet. These are addenda to the list of newspaper-owned and affiliated (corporate and news) radio stations published in BROADCASTING Nov. 15. To that list also should be added WORC, Worcester, affiliated (news) with the Boston Herald and Boston Record and WBOW, Terre Haute, Ind., affiliated (news) with the Terre Haute Tribune.

CBS Adds Three

THREE stations were added to the CBS network during December, bringing the total to 90 as the new year opens. The three additions are WMBD, Peoria, Ill.; WODX, Mobile, and WSFA, Montgomery.

BOTH NBC and CBS are making preparations for complete coverage of the major events of the 1932 Olympic Games, the winter sports of which will be held at Lake Placid, N. Y., Feb. 4 to 13, and the summer events in Los Angeles in July.

Rosenthal's Death Delays Fee Fixing In Copyright Issue

Licenses Good Till March 1 But Plan To Go Forward

THE DEATH of Julius C. Rosenthal, general manager of the American Society of Composers, Authors and Publishers, will not block the plans of the Society to levy new broadcast license copyright fees, according to Gene Buck, president.

Existing licenses which are expiring, however, are being continued under the same terms until March 1, rather than until Feb. 1. It appears that the passing of Mr. Rosenthal will delay the working out of new schedules beyond the Feb. 1 date he originally had fixed. No announcement has been made by the Society as to when the new yardstick, upon which fees will be based, actually will be formulated. Assurances have been given, however, that the organized broadcasters will be consulted before definite steps are taken.

The National Association of Broadcasters, it was stated by Philip G. Loucks, managing director, has not received notice from the Society for a conference on the copyright problem. The special copyright committee of the NAB, appointed last year, has been carried over. It comprises Henry A. Bellows, WCCO, Minneapolis; Frank M. Russell, NBC vice president; William S. Hedges, WMAQ, Chicago, and Walter J. Damm, WTMJ, Milwaukee. This Committee will be called into session with the Society again as soon as notice is received.

Mr. Rosenthal died at his home in New York City on Dec. 13 after an illness of three weeks. He was 47 years old and had been general manager of the Society since its creation 16 years ago. He led it in the fights for the protection of performing rights on copyrighted published works. Born in Elmira, N. Y., he was graduated from Cornell University at the age of 18 and from New York Law School at 21. He is survived by his widow, a son, two daughters, his mother, three brothers and four sisters.

Photo by Courtesy of Washington Evening Star

Among the world leaders of radio who spoke on the multi-nation international hookup arranged by NBC Dec. 12 to pay tribute to Senator Guglielmo Marconi, in London, on the occasion of the thirtieth anniversary of the first successful radio transmission across the Atlantic, were David Sarnoff, president of RCA, left; Maj. Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, center, and M. H. Aylesworth, president of NBC, right.

Small Stations for Percentage Music Fee

By A. S. CLARKE
Director of WBTM, Danville, Va.

Strong Organization Called Need of Regionals and Locals; Prosperity of Industry Denied, Networks Blamed

IN THE DECEMBER 15th issue of this publication there appeared the story of my efforts to sound out local and regional broadcasters with reference to their choice of a yardstick for the fixing of license fees by the American Society of Composers, Authors and Publishers. My sincerity has been questioned by some and the wisdom of the move discussed by many, all of which is a matter of no particular concern to me.

Heralded in some quarters as a move designed to split the industry, it was in fact nothing of the kind; and, if the facts brought to light by the canvass and the deductions therefrom are intelligently used, it can be made the starting point of a really united industry capable of meeting and overcoming the difficulties that undoubtedly face us at present and will face us in increasing numbers in the future. The questionnaire was intentionally worded to arouse sufficient interest to get an expression from a portion of the industry heretofore notoriously apathetic. If the canvass has done nothing else, it has aroused the small stations and made the Society and the National Association of Broadcasters "small station conscious."

The details of the questionnaire are familiar to most readers of this publication, so nothing further will be said of that. The purpose of this article is not to argue the relative merits of the proposed yardsticks but to report the results of the survey.

At the time of this writing, 12 days after the mailing of the letters, approximately 100 replies have been received, 84 of which expressed definite views. The rest are either from non-commercial stations or NAB members who, like all good Tammany witnesses, exercised a commendable loyalty and refused to commit themselves.

Fifty-seven per cent of the answers were from locals, 43 per cent from regionals; 24 per cent of those answering were NAB members, divided as follows: 18 per cent locals and 30 per cent regionals.

Gross Rate Favored

IN THE LOCAL classification, 92 per cent of the stations favor a "percentage of gross" yardstick. (Gross time sales, exclusive of talent.) None of them favors a card rate yardstick, and 8 per cent favor some pet plan of their own. In the regional classification 70 per cent favor the percentage basis, 11 per cent favor a card rate yardstick and 19 per cent have some pet plan.

The average percentage agreed to as fair and equitable by the locals was 2.5 per cent of the gross times sales revenue of the stations. In the case of regionals, the average deemed fair was 2.3 per cent of the gross. The virtual unanimity of the stations on this point was unusual. This average was obtained by adding up all the suggested percentages together and dividing this total by the number of stations expressing a preference for the plan.

A. S. Clarke

ANNOUNCEMENT in the previous issue of BROADCASTING that broadcasters were being circularized with a questionnaire asking whether they favored the percentage, card rate or some other basis for fixing copyright fees, has aroused such interest that the proponent has written this article to explain his purpose in conducting the poll as well as to reveal some of the results. One of these, he reports, is that the small broadcasters are awakening to the need of concerted action.

The poll so far represents a section of the industry which has no organized voice. This is due not so much to the NAB as to the stations themselves, and they are beginning to realize it. Now the question is whether or not the NAB, if it wants to eventually take these stations into the fold, can ignore their expressed desires in this matter when attempting to get together with the Society on a reasonable and equitable basis of fee fixing. If it does ignore these stations, hope for a really representative and powerful organization will suffer a decided setback. NAB has the opportunity at this time of taking a real step forward.

The supplementary comments obtained in the replies to the questionnaire have led to the conclusions set forth below. And let me say right here, that I deem this information more important than any table of percentages could ever be. They are matters which concern everyone really interested in the future of this business of broadcasting.

Present Laws Futile

THE FIRST of these conclusions is this:

Broadcasters realize and respect the rights of the copyright owners. They are, however, deeply resentful of the arbitrary, unfair, unequal, unjustifiable, and discriminatory method adopted by the Society in determining rates. The most infuriating thing about the whole proposition is the recognition by the industry of the apparent utter futility of any protest. Under *existing* laws nothing can be done. In the proper recognition and evaluation of this fact lies the one visible ray of hope for the industry, as far as copyrights are concerned.

The small-station owners are beginning to wake up to the need of one big strong organization, representing a real majority and a cross-section of the industry—an organization adequately financed, aggressive and powerful enough to meet and overcome the attacks which are sure to come from many sources. There are a surprising number of stations outside the NAB who would like to join and would do so if properly contacted. There are many conservative, level headed owners of regionals and locals who feel that the NAB and its board as now constituted does not give a proper recognition to the small stations. Let me reiterate that I do not criticize NAB for this condition. It is due to the apathy of the stations themselves, a condition that I believe in turn is due to lack of contact with NAB and lack of knowledge concerning the aims and actions of the association. As a result of contacts made during this canvass I know of at least two stations added to NAB membership.

There has never been a time when a united industry was needed more than at present. And right now is an opportune time to weld together the various elements in the industry. There's nothing like a fight and a time of trouble to make men stick together. What NAB needs more than anything else is one or more good contact men in the field, selling the NAB idea, spreading the gospel of cooperation, calling state and sectional meetings and dispelling some of the mists that prevent small stations from seeing eye to eye with the others. Personal contact alone can do this. Such contact men would more than pay their way through increased membership resulting from their activities. If the NAB would do this, and then give regionals and locals proper representation on the board and various committees, it would have an organization that really means something and that truly represents the industry in all its classes.

Prosperity is Myth

ANOTHER very important fact brought out in this canvass was that the prosperous condition of the industry which we hear about simply does not exist. Many, many very frank letters were received on this phase of the question. The depression has hit Mr. Broadcaster just as much if not more than it has Mr. Average Business Man. The local and regional unit is dependent upon Mr. Average Business Man for his revenue. And, since broadcasting was the last thing added to his budget, it usually becomes the first thing lopped off.

This whole idea of the industry's prosperity is based upon the wide dissemination of ill-advised publicity concerning network revenues. Just how much of this revenue trickles down the line to associated stations you all know. On top of the decided dropping off in revenue, which 80 per cent of the stations are experiencing, is the fact that most of them have been sinking what little surplus they had in better equipment and facilities in order to advance the stations' service to the public. The industry most emphatically is not in a position to stand any further burden financially.

Outside a few key stations in select territories, mighty few broadcasters will see anything but red ink this year. The smaller locals and regionals outside of those few select territories are bearing a burden all out of proportion to the income and profit possibilities in those territories. The Society, instead of trying to exact more tribute from the industry, should devote its efforts to distributing the burden already borne more equitably. I still insist that this can best be done by the adoption of a percentage basis of license fixing. It is the only common denominator.

XUM

Warning Issued on Blatant Advertising

Commission Proposes Self-Regulation to Stave Off Congressional Action, Upholds American System

VOLUNTARY elimination of excessive commercialism to stave off "proper legislation" limiting advertising on the air was recommended by the Federal Radio Commission on Dec. 21 in a guarded yet firm warning to broadcasters regarding advertising.

In its first formal pronouncement on the subject, the Commission made public a statement in which it commended to the attention of all broadcasting licensees the code of ethics of the National Association of Broadcasters, adopted three years ago, as an "aid and guide in the matter." Advising each station to give its "most serious consideration" to the code, the Commission termed it "fair and just to the broadcaster and to the listener and that it is an avenue by which the industry can regulate itself."

In its statement, adopted by unanimous vote but only after lengthy discussion, the Commission voiced its confidence in the American system of broadcasting as opposed to the European. Asserting that the principal objection to programs under the American system arises out of the kind of advertising that is allowed to be made a part of them, the Commission used such terms as "false, deceptive or exaggerated" and "offensive" in describing certain types of program advertising.

"The good will of the listener is the station's only asset, and therefore, this problem first should rest with the licensees of stations," said the statement. "The problem should not be taken out of their hands until they have had full opportunity to make the necessary corrections. If they decline the opportunity, or seizing it, fail, the matter should be treated with proper legislation."

Congress Spurs Action

BEFORE adopting the statement the Commission considered a number of suggestions for more stringent action on advertising. Censorship provisions of the Radio Act and other questions of law and policy, however, led to the conclusion that a carefully worded admonition about present-day broadcasting, together with a recital of the facts as it saw them, would serve the purpose.

Congressional sentiment against commercialism in certain programs, both over independent stations and on the networks, spurred the Commission to action. Both Senator James Couzens, chairman of the Senate Interstate Commerce Committee, and Representative Ervin L. Davis, chairman of the House Merchant Marine Committee, have criticized conditions, and the latter even threatened to introduce restrictive legislation.

Apparently aroused by the widespread newspaper publicity being given to the radio advertising issue, individuals and organizations have been sending complaints to members of Congress and the Commission. Pastors of several churches have written the Commission to protest against "Christmas ballyhoo" in sponsored programs, and to object particularly to what they termed commercialization of Christmas on the air.

Upholds U. S. System

"THE COMMISSION believes that the American system of broadcasting has produced the best form of radio entertainment that can be found in the world," said the Commission's statement.

"This system is one which is based entirely upon the use of radio broadcasting stations for advertising purposes. It is a highly competitive system and is carried on by private enterprise. There is but one other system—the European system. That system is governmental. Under that system, broadcasting is conducted either by the government or by some company chartered by the government. There is no practical medium between the two systems. It is either the American system or the European system.

"The principal objection to programs under our system arises out of the kind of advertising that is allowed to be made a part of them.

"The Commission recognizes that the industry is young, that many policies must grow out of experience, and that some stations today are making efforts constantly to raise the standards of broadcasting, but the problem cannot be solved by a few stations. There is not a single station that can escape responsibility. A heavy responsibility rests upon all chain companies.

"Today, approximately 550 persons, firms or companies hold licenses which give them the right to use the air to its maximum capacity for radio broadcasting purposes. There are 123,000,000 people in the United States wholly dependent upon these few persons for their radio entertainment. Their rights in this new art cannot be denied. And if their share of this form of entertainment can be received only at the expense of advertising statements or claims which are false, deceptive or exaggerated, or at the expense of programs which contain matter which would be commonly regarded as offensive to persons of recognized types of political, social and religious belief, then they are justified in demanding a change in the system."

CODE OF ETHICS*

National Association of Broadcasters

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used by others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid-for material.

7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

8. Where charges of violation of any article of the Code of Ethics of the National Association of Broadcasters are filed in writing with the managing director, the Board of Directors shall investigate such charges and notify the station of its findings.

**Adopted March 25, 1929, and commended to attention of all broadcasters in a statement by Federal Radio Commission.*

Rehearing Denied

THE PETITION of CBS, seeking a rehearing on its proposed synchronized booster in Washington, at the same time consideration is given to the continuance of the NBC synchronization experiments involving WTIC, Hartford, WBAL, Baltimore, and the two NBC keys in New York, WEAF and WJZ, was denied by the Federal Radio Commission Dec. 22. The Commission first denied the CBS synchronization application Dec. 4, and shortly thereafter designated for hearing the renewal applications for the NBC experiments. The latter hearing is scheduled Jan. 13.

Industry to Wage Fight On Proposed Sales Tax Of 5 Per Cent on Radio

VIGOROUS opposition to the special sales tax of 5 per cent on radios, phonographs and accessories recommended to Congress by the Treasury will be waged by the radio industry as "discriminatory" and "unfair," according to an announcement by the Radio Manufacturers Association, which has joined the automotive industry in combating the Treasury's "luxury" tax proposals.

Following a meeting in New York Dec. 14, the Receiving Set Committee of the R.M.A. announced the industry would favor a general sales tax of a small fraction of one per cent on all manufactured products but "vigorously objects to and will oppose the proposed special sales tax of five per cent on radio." Radio, it said, cannot be fairly classified as a luxury, semi-luxury or non-essential.

A general small sales tax on all manufacturers would produce much greater revenue than the proposed 5 per cent sales tax on radio and a few other selected commodities, the committee said. Under the greatly reduced radio sales in 1931, it added, the Government's return from the proposed special radio tax would probably be not more than one-third of one per cent of the estimated federal deficit for the 1932 fiscal year of $2,123,000,000.

Public Will Suffer

"THE RADIO industry is in no condition to bear increased tax burdens which are special and not general," the committee stated. "A tax of this sort, therefore, becomes one which will be borne directly by the buying public as it cannot be absorbed by the industry."

In support of the argument that radio cannot be classified as a non-essential, the committee said that during the present depression it furnishes low cost entertainment to the entire family, education in the home as well as in the school and religious aid to those in despair.

"Like the daily newspaper," the report adds, "radio is a daily means of communication and civic progress. Its cost has been brought so low that its use is universal, and we oppose a special tax on this great service to the millions of the radio public."

In its opposition, the RMA is supported by the Radio Wholesalers Association, National Federation of Radio Associations, including dealers and jobbers, and the National Association of Broadcasters. The industry, the committee said, feels confident that its "reasons for objection to the unfair and discriminatory sales tax proposal will appeal to the fairness and sound judgment of Congress, the radio industry and the public. We desire to be fair to the Government and will ask that the Government be fair to radio." The Treasury proposals do not contemplate a tax on the 15,000,000 or more sets now in use in American homes.

Time Ripe for Senate Session Broadcasts

By CLARENCE C. DILL
U. S. Senator From Washington

Successful NBC Tests and More Receptive Attitude of Body Indicate Important Debates Will Soon Go on the Air

FOR THE FIRST TIME since the advent of broadcasting, legislators on Capitol Hill are sympathetic to Senator Dill's repeated proposal that significant Senate proceedings be broadcast for the benefit of the American public. As a consequence the radio interests are conducting tests with concealed but sensitive microphones with the view of presenting a plan to the Committee on Rules. Senator Dill expects a hearing to be held shortly after Congress reconvenes following the Christmas recess. This radio-minded Washington legislator explains why he believes the nation is entitled to listen in on sessions of the Senate. He urges speed so that no other country will beat the United States to the idea.

Senator Dill

THE TIME has come to broadcast important Senate debates and other Senate proceedings. The first necessary step for this purpose is to provide the Senate with microphones and other equipment to make broadcasting possible.

I have repeatedly introduced a resolution providing for equipment of the Senate for this purpose, but this is the first time that there seemed to be sufficient sentiment in favor of broadcasting Senate proceedings and debates to justify holding hearings on the resolution.

On Monday, December 14, 1931, I introduced Senate Resolution No. 71. It reads as follows:

"Resolved, That the Sergeant at Arms of the Senate is hereby directed, at as early a date as practicable, to equip the Senate chamber with the proper electrical connections to which microphones for radio broadcasting may be attached, and also to install microphones, control switchboards, and all other apparatus necessary for connection of microphones with any broadcasting station or stations for the purpose of broadcasting speeches, debates, or proceedings of the Senate as may be decided from time to time by the Senate Committee on Rules, and the necessary expense for such installation of electrical connections and equipment and for the maintenance and operation of the same is hereby authorized to be paid out of the contingent fund of the Senate.

"The Committee on Rules of the Senate is hereby authorized to make arrangements for the broadcasting of such proceedings of the Senate as the committee may determine through such radio broadcasting stations as it may be possible to arrange for broadcasting without expense to the Senate or the Government."

Hearings Soon

THE VICE PRESIDENT referred it to the Committee on Rules and Senator Moses, chairman of that committee, has promised to hold hearings after the holiday recess. Preparatory to such hearings, the National Broadcasting Company, at my request, brought engineers to Washington to work out a plan for equipping the Senate with the necessary microphones and switchboard controls. They brought portable parabolic microphones and made exhaustive tests in the Senate chamber. They placed the microphones at different elevations and in different locations, and had different speakers talk in ordinary tones of voice. By connecting a loud speaker in an adjoining room they were able to determine how best to arrange the microphones to secure the best results for broadcasting purposes. Senators White, Howell, Brookhart, George and I assisted both in speaking and listening to the reproduction on the loud speaker. The tests were not only complete but were amazingly successful.

The Columbia broadcasting System and the Western Electric have arranged to bring a number of their highly sensitive dynamic microphones into the Senate chamber for tests during the holiday season when the Senate is not in session, with a view to preparing plans for presentation to the committee.

Both sets of plans and specifications will be sufficiently complete to show the cost and method of installation. It is believed the microphones can be concealed in the ceilings, walls, or floors, or so worked into the architectural arrangement of the Senate chamber that they will be unnoticeable, and yet be made to work perfectly. Whatever plan is proposed will be with a view to maintaining the beauty and present architectural designs of the Senate chamber.

Until the Senate Rules Committee has concrete proposals from experienced, reliable engineers, it will not give serious consideration to providing for the necessary equipment. Just what the sentiment of the committee will be on the proposal of broadcasting Senate debates, nobody can foretell.

William Chew, NBC field engineer, with new type parabolic microphone proposed for use in broadcasting proceedings of U. S. Senate. Four to six of these mikes, hidden from view behind panels, would be used. Recent tests in the Senate chamber demonstrated their complete practicability.

There is a growing sentiment for such a proposal and such sentiment is much stronger in the Senate than it was a few years ago.

When such a resolution was introduced a few years ago members asked whether or not I was trying to get some advertising by its introduction. They refused to take it seriously. Two years ago when the resolution was introduced, many Senators who had formerly looked upon it as impracticable and destructive to the dignity of the Senate declared they favored it. Now a much larger number are favorable and many other Senators who refuse to commit themselves agree that it will inevitably come.

Favored by Public

THOSE in charge of both national broadcasting chains have stated they were ready to broadcast Senate debates at any time without cost. Numerous educators in colleges and high schools favor it, and a large number of private citizens are urging it. It would afford opportunity for the people to hear Senate discussions of important public questions and to that extent help develop interest in governmental affairs.

Why shouldn't we broadcast Senate debates and House debates too? Senators and Congressmen are engaged in public business. Let the people all over America listen in to their discussions. It will be good for the Senate and good for the country, and most of the fears of those who oppose it will prove to have been largely imaginary.

On occasions such as the closing debate on the moratorium, or on a tariff bill, a farm bill, or some other measure of great importance to the people, when a vote is set at a certain time in the afternoon, the debate becomes most interesting and extremely informative. It is often unanimously agreed in the Senate that debate on a certain measure shall close at a certain hour, such as 4 p. m., and that after 2 p. m. no Senator shall speak more than once, nor longer than 15 minutes. Such a debate would hold the close attention of millions of listeners and would permit them to hear the Senate at its best.

Radio station owners in the United States have developed the most remarkable variations in radio programs, and their initiative and cooperation have made possible the largest radio audience listening to a single program ever known to the world. Senate debates would be an entirely new radio feature, because no other great legislative body on earth permits its debates or proceedings to be broadcast, and although efforts have been made in other countries to bring about such broadcasts, I am hopeful the United States Senate will be the first to put its proceedings on the air.

Radio Division Transfer Bill Reported As Congress Recesses

Nineteen Radio Measures Introduced Embracing Lotteries, Copyright and Investigations

CONGRESS adjourned for Christmas holidays recess with 19 bills directly or indirectly affecting radio in the hopper. Thirteen were introduced in the Senate and six in the House, and all of then were referred to the proper committees. Hearings have not yet been set by any committees having radio bills in charge, but it is expected that several will be scheduled soon after Congress reconvenes, Jan. 4.

Only one of the radio bills (S. 1037) has thus far been reported out of committee. It is the bill introduced by Senator Dill (D) of Washington, co-author of the Radio Act of 1927. It proposes the transfer of the Radio Division of the Department of Commerce to the Federal Radio Commission. The bill, which is the same one that passed the Senate last session but was blocked in the House, was reported out of the Interstate Commerce Committee favorably without amendment Dec. 21.

An "exhaustive inquiry" into broadcasting is planned by Chairman Ewin L. Davis, (D), Tenn., of the House Committee on Merchant Marine and Fisheries, shortly after Congress reconvenes on Jan. 4. Mr. Davis said the Committee desires to inquire into such questions as the "domination" of the networks to the detriment of lesser interests, proposals for the allocation of facilities to education, agriculture and other special interests, and the curbing of advertising which make some programs "offensive."

Would Broadcast Senate

SENATOR DILL has also introduced three other radio bills. One, on which he expects hearings to be held soon, is S. Res. 71, for the equipment of the Senate chamber for broadcasting. Another is S. Res. 58 for investigation of the stock situation of the Radio-Keith-Orpheum Corp., and the third is S. 1866 "relating to suits for infringement of patents where the patentee is violating the anti-trust laws."

Senator Couzens (R) of Michigan has not yet reintroduced his bill for the creation of a Commission on Communications, but may do so after the recess. As Chairman of the Interstate Commerce Committee, he has before him a bill (S. 4) by Senator Fess (R) of Ohio providing for the allocation of 15 per cent of all broadcast channels to education; S. 481, by Senator White (R) of Maine, providing for miscellaneous changes in the radio law; S. 750, by Senator McNary (R) of Oregon, prohibiting lotteries and schemes of chance on the radio, and S. 2198 by Senator Hastings (R) of Delaware defining radio along with other means of communication as a "common carrier." A companion bill (H.R. 421) has been introduced in the House by Rep. Hoch (R) of Kansas.

A copyright bill (S. 21) has been introduced by Senator King (D) of Utah, who has also introduced S. 22 relating to unused patents. Senator Hebert (R) of Rhode Island has introduced S. 176 relating to copyrights which is a companion bill to H.R. 139 reintroduced in the House this session by Rep. Vestal (R) of Indiana. Still another copyright bill (S. 1035) has been introduced by Senator Tydings (D) of Maryland.

Commission Shift Proposed

IN THE HOUSE Rep. Sirovich (D) of New York has introduced H. R. 6039 for the transfer of the Radio Commission to the Department of Commerce, a bill which he also introduced in the last session. A radio lottery bill (H.R. 410) companion to the McNary bill has been introduced in the House by Rep. French (R) of Idaho, while Rep. Christopherson (R) of South Dakota has introduced another lottery bill along the same line (HR. 256.)

A statement bitterly criticising NBC for an alleged "monopoly on a part of NBC in the Pacific Northwest" was issued by Rep. Horr (R) of Seattle when he introduced a resolution (H.Res. 80) asking for an investigation of the Federal Radio Commission by five members of the House with special attention to NBC's recent purchase of KJR, Seattle, KGA, Spokane, and KEX, Portland. The acquisition of these stations, along with KYA, San Francisco, led to the establishment of a second NBC Pacific coast network, which Mr. Horr declared "may be but the beginning of that company's domination throughout the country."

Rep. Horr, serving his first term in Congress, was receiver for the defunct Northwest Broadcasting System, having been appointed by the court when the project of Adolph F. Linden, of Seattle, for a third nationwide network failed more than two years ago.

Control of the Senate Interstate Commerce Committee in charge of radio remains as last year in the hands of Republicans, with Senator Couzens as chairman. On the House side, however, control has passed to the Democrats which places Rep. Davis as chairman of the House Merchant Marine and Fisheries Committee. In the House, also, Rep. Sirovich has displaced Rep. Vestal as chairman of the Patent Committee, which has charge of copyright as well as patent legislation.

Radio Committees

REPUBLICAN members of the Senate Interstate Commerce Committee in the reorganized Congress were named as follows: Couzens, Michigan, chairman; Watson, Indiana; Fess, Ohio; Howell, Nebraska; Hatfield, West Virginia; Metcalf, Rhode Island; Glenn, Illinois; Brookhart, Iowa; Kean, New Jersey, and Hastings, Delaware. Democratic members are: Smith, South Carolina; Pittman, Nevada; Dill, Washington; Wheeler, Montana; Hawes, Missouri; Wagner, New York; Tydings, Maryland; Barkley, Kentucky, and Neely, West Virginia. Senator White, of Maine, who with Senator Dill wrote the Radio Act of 1927, failed to secure an appointment to this committee.

Republican members of the Senate Committee on Patents are: Hebert, Rhode Island, chairman; Norris, Nebraska; Waterman, Colorado, and Goldsborough, Maryland. Democratic members are: Smith, South Carolina; Dill, Washington, and Trammell, Florida.

Democratic members of the House Merchant Marine and Fisheries Committee are: Davis, Tullahoma, Tenn., chairman; Bland, Newport News, Va.; Briggs, Galveston, Tex.; Lindsay, Brooklyn, N. Y.; Auf der Heide, West New York, N. J.; Kemp, Amite, La.; Whittington, Greenwood, Miss.; Sirovich, New York City; Ramspeck, Atlanta, Ga.; Swank, Norman, Okla.; Lanneck, Columbus, O., and Johnson, Marshall, Mo. Republican members of this Committee are: Lehlbach, Newark, N. J.; Free, San Jose, Calif.; Reid, Aurora, Ill.; Gifford, Cotuit, Mass.; Magrady, Mount Carmel, Pa.; Bowman, Morgantown, W. Va.; Clancy, Detroit, Mich.; Kading, Watertown, Wis.; Wolfenden, Upper Darby, Pa.; Houston, Honolulu, Hawaii, and Wickersham, Juneau, Alaska.

Democratic members of the House on Patents are Sirovich, New York City, chairman; Lahnam, Fort Worth, Tex.; Underwood, New Lexington, O.; Patterson, Gadsden, Ala.; Rutherford, Forsyth, Ga.; Clark, Fayetteville, N. C.; Gavagan, New York City; Swank, Norman, Okla.; Cole, Towson, Md.; Kelly, Chicago, Ill., and Dies, Orange, Tex. Republican members of this committee are Vestal, Anderson, Ind.; Perkins, Woodcliff Lake, N. J.; McLeod, Detroit, Mich.; Goodwin, Cambridge, Minn.; Turpin, Kingston, Pa.; Hartley, Kearing, N. J.; Cristgau, Austin, Minn.; Rich, Woolrich, Pa., and Pittenger, Duluth, Minn. Paul J. Kvale, Farmer-Laborite, of Benson, Minn., is also on this committee.

Status of Radio Legislation

THE FOLLOWING tabulation shows the committees to which the bills and resolutions now pending in Congress have been referred and their status to date:

SENATE COMMITTEE ON INTERSTATE COMMERCE

S. 4—Fess radio educational bill.
S. 481—White omnibus radio bill.
S. 750—McNary radio lottery bill.
S. 1037—Dill bill, transferring radio Division to Commission. (Reported out without amendment.)
S. 2198—Hastings bill to amend Interstate Commerce Act.

SENATE COMMITTEE ON RULES

S. Res. 28—Howell bill for investigation of possibility of broadcasting from Senate chamber.
S. Res. 71—Dill bill providing for broadcasting from Senate chamber.

SENATE COMMITTEE ON PATENTS

S. 21—King copyright bill.
S. 22—King licenses for unused patents.
S. 176—Hebert copyright bill.
S. 1035—Tydings copyright bill.
S. 1866—Dill patent bill.

SENATE COMMITTEE ON AUDIT AND CONTROL

S. Res. 58—Dill bill to investigate RKO.

HOUSE COMMITTEE ON PATENTS

H.R. 139—Vestal copyright bill.

HOUSE COMMITTEE ON THE JUDICIARY

H.R. 256 — Christopherson bill prohibiting radio lotteries.

HOUSE COMMITTEE ON MERCHANT MARINE AND FISHERIES

H.R. 410—French radio lottery.
H.R. 6039 — Sirovich bill to transfer Radio Commission to Department of Commerce.

HOUSE COMMITTEE ON INTERSTATE & FOREIGN COMMERCE

H.R. 421—Hoch bill to amend I.C.C. Act to define radio as "common carrier."

HOUSE COMMITTEE ON RULES

H. Res. 80—Horr bill to investigate Radio Commission and NBC control of Pacific Coast stations.

State Transfers License Of WOS to Its Manager

AN UNUSUAL license transfer deal was authorized by the Federal Radio Commission Dec. 15 when it permitted Capt. John Heiny, manager and announcer of WOS, Jefferson City, Mo., owned and operated by the Missouri State Marketing Bureau, to become the licensee of the station under a two-year leasehold. Sufficient funds were not available from the state to continue the station's services, the Commission was informed by Paul D. P. Spearman, counsel for the parties to the transfer. Accordingly, an arrangement was made with Capt. Heiny whereby the station will be conducted as before, continuing all its market and other official broadcasts without charge to the state but also selling enough of its time to sponsors of commercial programs to make it self-supporting. Bureau and state agricultural department officials were in agreement upon the arrangement, which relieves the state for two years of the cost of operating the station. State officials were not inclined to go into the commercial broadcasting field, it was said, and even if they had been the money realized could not have been applied to the station without special appropriations but would have gone into the state's general treasury fund.

Form New Group

CENTRAL Michigan Broadcasters, Inc., with offices at 2842 W. Grand Blvd., Detroit, has been formed for combination time purchases by advertisers on a group of stations in the Great Lakes area. Already affiliated are four Michigan stations, WJBK, Highland Park; WELL, Battle Creek; WIBM, Jackson, and WFBF, Flint.

Follow-up System Aids Household Feature

By PAUL W. MORENCY
General Manager, WTIC, Hartford

Success of "The Mixing Bowl" on WTIC Traced to Novelty Of Model Kitchen, Printing of Menus, Able Director

A YEAR'S experiment with a novel departure in the field of domestic science has culminated in success for WTIC, Hartford.

The first year of its household service feature, "The Mixing Bowl," has demonstrated that it is possible for the individual station, by means of systematic planning, to build up an audience of housekeepers with a permanent and cooperative interest. The effectiveness of the program is due to the utilization of several unusual methods of attracting a consistently large and enthusiastic following, a goal which the WTIC broadcasters are convinced is unattainable in housekeeping features that are tossed blindly upon the ether waves.

Believing that a steady, loyal clientele could not be established solely by the transmission of programs on the air, WTIC worked out a follow-up system which includes the monthly distribution among "Mixing Bowl" fans of printed menus, recipes and household hints; periodic public demonstrations to which the audience is invited; and a standing invitation to visit the model "Mixing Bowl" kitchen. Each of these follow-up devices provides advantages to the sponsor which would not be available to him if the feature were limited to broadcasting alone.

The first step taken in organizing the program was the construction of the model experimental kitchen. The culinary laboratory is the hub about which the whole scheme revolves. It is a clearing house for housekeeping ideas, where every recipe and household hint given over the air is thoroughly tried and tested before it is passed on to the audience. It is as much an integral part of the WTIC layout as the orchestral studios, and because of its immediate proximity to the studios, it can truly be said that the director of "The Mixing Bowl" steps from cooking range to microphone in order to give first-hand, authoritative counsel to her audience. Unlike the cartoonist's favorite conception of the radio physical director, that is, a fellow who puts his audience through its setting-up exercises while reclining langorously on a cushioned davenport, the director of "The Mixing Bowl" actually practices what she preaches.

Director Well-Equipped

FLORRIE Bishop Bowering, director of the program, assumed the supervision of "The Mixing Bowl" following a broad experience in the realms of household economics. She was educated at Boston University, where she majored in domestic science, and served several years in executive capacities in public utility concerns throughout New England. She has conducted several cooking schools under the sponsorship of newspapers in New England and New York state, and immediately prior to becoming permanently affiliated with WTIC, she was director of the home economics division of Landers, Frary and Clark of New Britain, Conn., manufacturers of the Universal electric appliances. In the interest of this firm she conducted a series of broadcasts from WTIC, establishing an enviable following in New England. Her drawing power with the radio audience is manifest in the fact that in response to one broadcast she received more than 1,000 requests for one recipe. This is believed to be the largest bundle of mail ever received in response to one household program from one station.

The broadcasts of "The Mixing Bowl" are transmitted each Tuesday and Thursday afternoon at 3:30 o'clock and each Saturday at 10 o'clock. The continuities are attractive, opening with a spirited fanfare of trumpets by the three "Musical Chefs," and permeated with sprightly musical fare served by a string orchestra. Most of the material broadcast is the work of Miss Bowering, whose radio personality is distinctive and pleasant. Some of the material, however, is submitted by members of the audience, and this gives the programs an informal, personal touch. The ingredients specified by Miss Bowering in her recipes are those produced by the various program sponsors, as are also the utensils and appliances which she recommends for obtaining the best results.

One of the advantages of "The Mixing Bowl" model kitchen is that it serves the eye as well as the ear. Up to the first of November, more than 3,000 women had been attracted from all parts of the East to inspect the kitchen and to meet Miss Bowering. The efficiency of such appliances as the universal range and the Magic Maid electric mixer, as well as the superior qualities of the foodstuffs exploited in the programs, are made apparent to the visitors as Miss Bowering demonstrates their uses. During the summer, several groups of summer school students, notably a class of 27 young women taking a domestic science course at Columbia University, were entertained in the kitchen.

Florrie Bishop Bowering, director, at work in model experimental kitchen attached to studios of WTIC

The Three "Musical Chefs"

Landers, Frary and Clark have been aligned with the program since its inception, and they contracted for another full year at the termination of their original one-year agreement. The list of sponsors who at this writing are participating in "The Mixing Bowl" plan demonstrates its wide scope. Besides the Universal range and the General Electric refrigerator, the roster includes the makers of Massassoit Coffee, Star-Rite Magic Maid, Land O'Lakes Butter, Virginia Dare Extracts and Mirabel Preserves.

The experience of the Fitzgerald Manufacturing Company of Torrington, Conn., in its alliance with "The Mixing Bowl," provides a convincing demonstration of the effectiveness of the program. This company, which manufactures the Star-Rite Magic Maid electric

(*Continued on page 34*)

Part of crowd that filled auditorium at public demonstration of "Mixing Bowl" program

Strike of Chicago Musicians Ordered as Stations Stand Pat

Transcriptions and Network Music to be Used To Combat Walkout on New Year's Eve

(By Telegraph from a Staff Correspondent)

CHICAGO, Ill., Dec. 28—James C. Petrillo of the Chicago Musicians' Federation has ordered a strike of radio musicians effective at midnight, New Year's Eve. This affects 450 musicians at least who received last year in excess of $650,000 from radio work. The only station not affected by strike is WCFL owned and operated by Chicago Federation of Labor.

Stations have announced they will fight thing through to end and are preparing to carry on programs with phonograph records and transcriptions in place of orchestras even on biggest and best stations and in evening hours.

Mr. Petrillo had recanted on all demands except reducing hours from 35 to 30 per week at same rate and having musician on monitor in control room. The NBC announces that it will feed member stations on New Year's Eve with orchestra music from other cities, and, if necessary, get an injunction restraining Petrillo from interferring with these outside bands.

Stations United

FOR THE first time in a number of years—years in which they have received and for the most part accepted one union ultimatum after another—Chicago broadcasting stations have united to oppose the demands of Petrillo.

As a result the union officials are faced with the first serious opposition they have encountered and the broadcasters, firm in their stand, are waiting expectantly either for a fight, a compromise, or their first victory in dealings with the musicians' organization.

In brief, the broadcasters, through their organization, The Chicago Broadcasters' Association, flatly refused to cut musicians' working hours from 35 to 30 hours per week with no reduction in pay; to permit musicians to operate monitors in station control rooms; to bar transcriptions from the air for commercial programs, and to double the overtime rate.

The radio people explained that cutting the working hours would not appreciably diminish unemployment among musicians but merely decrease the hours of work among musicians already employed —and employed at the highest wage scale in America. They pointed out that with musicians operating monitors instead of trained control engineers, distorted programs would result.

Reply to Petrillo

AND IN CONCLUSION, the stations represented—KYW, WGN, WMAQ, WBBM, WLS, WSBC, WWAE, WGES, WCHI, WJJD, WAAF, and WIBO—Submitted a counter-proposal to the Musicians' Union that not only turned down the Petrillo offer but also opened the way for some possible revision of the agreement that has been in force and is now being carried out.

The counter-proposal of the stations reads as follows:

Referring to the proposed changes in radio wage scales, rules and regulations submitted by the Chicago Federation of Musicians Union to be effective for the year beginning January 1, 1932, and ending December 31, 1932, the Chicago Broadcasters' Association and allied stations herewith set forth their position in regard to said proposals:

1. The Association is in sympathy with the problem of unemployment, which we believe may have prompted the Musicians Union to submit drastic and unacceptable proposals for the year 1932, and we are willing to discuss with the Musicians' Union ways and means of alleviating unemployment insofar as it can be done without further burden upon the radio stations.

However, in time of business depression when each day brings news of wage scale reductions, it seems to us inappropriate that the Musicians' Union should suggest in its proposal that hours should be shortened at the cost of the radio stations and that the Musicians' Union should demand control over operations which distinctly belong to the radio stations. Under no circumstances will the stations agree to increase the wage scale which is already the highest in the United States, either regular or overtime, or reduce the number of hours of work at the cost of the stations. We are hopeful that it may be possible for all radio stations to continue to maintain the present wage scale but in the face of necessary economies in operation there can be no guarantee that relief in this direction might not be necessary.

2. If the members of the Musicians' Union desire to work six days a week instead of seven days in order that more employment may be given to those out of work, then the stations will pay the regular musicians' pro rata of the present scale for six days of work and will pay the substitute pro rata of the present scale for the substitute's day of work. In each case the radio station shall determine the days off for each regular worker and shall pass upon the competency of each substitute. Not more than one-seventh of the regular musicians may take a day off at a time.

3. Chicago stations will continue to play electrical transcriptions or records of any kind according to their requirements either sustaining or sponsored. Musicians are now employed to operate the record-playing machines in the stations but whether or not machines shall be used or whether or not they shall play sustaining or sponsored programs must be entirely a matter of decision of the radio stations.

4. Monitor control boards in the stations shall continue to be operated by the station and shall not be subject to union regulations.

5. Insofar as the number of musicians to be employed by the various classes of stations is concerned, this can be considered only under the agreement that certain restrictions now prohibiting the best results from the number of hours and the amount of wages paid shall be removed or modified.

Advertising Agency's Survey of Radio Uncovers New Data on Listener-Interest

N. W. Ayer & Son, Inc., Finds Several Peculiarities Among Stations Through Nation-Wide Inquiry

ANOTHER radio survey designed "to take the guesswork out of radio as it affects advertisers" has been completed, this one by N. W. Ayer & Son, Inc., Philadelphia agency. Described as the first of its kind, Hyland L. Hodgson, vice president in charge of the broadcasting division, states that it is totally different from the data which broadcasters have assembled.

One of the conclusions derived, according to Mr. Hodgson, is that definite information is now available for the most effective placement of newspaper advertisements in the broadcast territories, a practice which the agency has always recommended to sponsors of radio programs.

The survey was conducted by means of questionnaires which went to every county in the United States, to every municipality of 2,500 or more inhabitants and to many smaller communities. Stations themselves were also circularized, but the primary questionnaires went to newspaper editors and publishers, chambers of commerce, mayors, hardware dealers, druggists, county agricultural agents and others.

An effort was made, says the agency, to reach "those who could supply information representing group rather than personal sentiment." The objective, it is stated, was to ascertain listener sentiment as found in the "unit radio audience composed of those 4.2 persons who make up the American family."

"Ours is an approach to the audience itself," Mr. Hodgson stated, "with the view of determining where and how each broadcasting station is and can be heard and the relative popularity of those stations, both sectionally and generally. "By popularity I do not mean favor as determined by a few or by many fan letters commenting on specific programs. I mean effectiveness as indicated by consistent listener-interest. Certain broadcasting stations may carry programs of highest excellence but because of local or general atmospheric conditions are either never or seldom tuned in by the residents of a locality; whereas, another station with less popular programs effectively covers that locality because of perfect reception. For instance, we have learned through our survey that in a particular section of Ohio a nearby station is ineffective; our information is that this is 'a high class station with excellent programs but due to some atmospheric condition reception is not always good; engineers have devoted much time to the problem but to date have not succeeded.'

"This survey of ours—as far as we have advanced with the com-

(Continued on page 38)

Two More Stations Ordered Deleted

INCREASING to eleven the total number of stations it has ordered off the air since last October, the Federal Radio Commission on Dec. 18 ordered the deletion of WOQ, Kansas City, Mo., and WMAK, Buffalo, N. Y., the former to make way for KFH, Wichita, and WMAK because of an unsatisfactory showing of public interest.

WOQ, operated by The Unity School of Christianity, is ordered to relinquish its two-sevenths time on 1300 kc. which it uses with 1 kw. In its decision, the Commission reversed Examiner Hyde (Report No. 239), who had recommended that the Commission approve transfer of the WOQ license from the Unity School to the Fairfax Broadcasting Co. The Commission found that granting of full time to KFH, operated by J. Leslie Fox, would permit that station to substantially enlarge upon its service. It brought out also that deletion of WOQ would not deprive persons within its service area of program service, and that the action would work a more equitable distribution of facilities in the Fourth Zone.

Sustaining Examiner Walker (Report No. 258), the Commission declined to renew WMAK's license to operate on 1040 kc. with 1 kw., and limited time, effective immediately. No need was found for the service rendered by the station. The Commission also brought out that WMAK's equipment did not conform with the regulations as to rated output. It held further that deletion of the station would result in a reduction of the present over-quota status of New York state.

Since Oct. 16, the Commission has also ordered the deletion of WIBO, WPCC, WCHI and WJAZ, all in Chicago; WIBR, Steubenville, O.; WMBA, Newport, R. I.; WNJ, Newark; WKBO, Jersey City, and KGEF, Los Angeles.

Time-Sharing Accords Urged By Commission

COOPERATION rather than expensive hearings is urged by the Federal Radio Commission in a circular letter to all time-sharing stations suggesting that they get together on operating schedules. In a large number of cases, the Commission states, inability on the part of stations to agree "compels the Commission to set the case down for hearing with the consequence that both stations must spend considerable time and money in attending a public hearing and in the prosecution of their cases."

"To avoid this seeming waste of time and money, reduce the number of hearings, and thereby reduce the number of conditional licenses, the Commission proposes that you consult with the licensee of the station with whom you share time and agree to stipulate the hours during which each station shall operate and consent to have such hours specified in your license. Upon receipt of such agreement and with your consent the Commission will specify in your license the exact hours during which your station should be operated."

Radio Law is Written by Court As Three Appeals Are Denied

Validity of Quota Rules and Davis Amendment Upheld in Cases Filed by WPTF and KECA

UPHOLDING the validity of the quota regulations (General Orders 92 and 102) and also the constitutionality of the Davis Amendment, the Court of Appeals of the District of Columbia on Dec. 21 wrote fundamental radio law in sustaining the Federal Radio Commission's decision in appeals brought by WPTF, Raleigh, N. C., and KECA, Los Angeles. Both stations were denied increases in daytime power, the former from 1 to 5 kw., and KECA from 1 to 2½ kw. (Appeals No. 5444 and 5445).

Whether appeals will be taken to the Supreme Court for final determination is problematical at this time. The stations have three months under the Supreme Court rules to file petitions for writs of certiorari.

The Appellate Court construed the Davis Amendment to the Radio Act of 1927 as meaning that "as far as possible an absolute equality of broadcasting facilities is to be divided between the respective zones, and that each zone's facilities shall be divided among the states composing it according to population." It held that the Commission is required to carry this equality into effect whenever necessary or proper by increasing or decreasing station power when applications are made for licenses or renewals of licenses.

"This provision," said the court, "plainly includes the authority similarly to deny an increase of power when applied for by a station. General Orders 92 and 102 are valid regulations within the terms of the Davis Amendment and the Commission's denial of appellant's application is justified thereby," read the WPTF decision, which was made also to apply to KECA.

Upholds Davis Amendment

SEPARATE opinions were rendered by Chief Justice George E. Martin, but the Raleigh case was the one in which the quota regulations and the Davis Amendment were interpreted. In the KECA opinion, the court referred to the Raleigh case which was decided concurrently. Identical questions as to law and the validity of the regulations were raised in the two cases by Louis G. Caldwell, counsel. Duke M. Patrick, assistant general counsel, argued both cases for the Commission.

With respect to the contention that the Davis Amendment is unconstitutional, if the quota regulations are held to be valid, the court said it did not "think" this was correct. Congress, it added, has the power under the commerce clause of the Federal Constitution "to regulate all forms of interstate and foreign commerce, and radio broadcasting is a species of such commerce. Regulation of it must necessarily have regard to the number, location, construction and operation of such stations, including the power employed by them in transmitting radio signals.

"The decision of the Commission is not arbitrary or capricious," said the court in the WPTF opinion. "The number of radio stations already operating in this country is so great that a faithful compliance with the restrictive regulations relating to the establishment of new stations, or the increase of the power of existing ones, is necessary to avoid confusion. At times this may seem harsh in individual cases, but it is conducive to public interest, convenience, and necessity, when the broadcasting system of the country is considered an entirety."

WPTF, operated by the Durham Life Insurance Co., the court recited, operates daytime on 680 kc. with 1 kw. It sought an increase to 5 kw. and asked for a construction permit to install new equipment and change location. The Commission moved that the appeal subsequently taken be dismissed on the ground that the application was for a construction permit and that no appeal is allowed by statute from an order denying such an application. The court, however, held in the KECA case as well as in the Raleigh appeal that, properly considered, neither application is for a construction permit but for a modification of an existing station license.

Effect on Power Cases

"IT DOES not seek a change of name, ownership, frequency, time of operation, or substantial change of location," the court said in the WPTF case. "It seeks only an increase of power, with permission to install transmitting equipment necessary for that purpose. Orders of the Commission denying such applications are made appealable by both statutes above cited. The

(*Continued on page 36*)

Political Talks Via Disks

Radio-Minded Kansas Legislators Thus Keep in Touch With Constituents While in Washington

Senator Capper

MARKING a new departure in political stewardship likely to spread through Congressional ranks, two radio-minded legislators from Kansas are keeping their home fires burning by remote control from Washington, via the wax disk.

Home-recording radio is the instrument providing new political contacts with their constituencies for Senator Capper, Republican, of Kansas, himself owner of WIBW, Topeka, and Representative Harold McGugin, Republican, of Coffeyville. Both legislators are making electrical transcriptions weekly on current events and proceedings in official Washington of interest to their constituents.

Senator Capper's transcriptions are broadcast over his own station. The first went on the air two weeks ago. Representative McGugin makes his weekly speeches via disks over KGGF, in his home town of Coffeyville, and KWKH, Shreveport, La. H. J. Powell, part owner of KGGF, and W. K. Henderson, owner of KWKH, both are making the Congressman's transcription addresses regular features.

Senator Capper had been making talks personally over WIBW each Tuesday during the Congressional recess. By the transcription method, he is enabled to continue the series while he is in Washington.

Representative McGugin explained that he uses an ordinary RCA home-recording radio combination in making these records. The instrument, he explained, makes records of both 33 1/3 and 78 r.p.m. Using the former, he explained that a 15-minute speech can be recorded on the two sides of a single disk.

The records for both Senator Capper and Representative McGugin are made at the apartment of the latter in Washington every Saturday afternoon. They are immediately played back for checking purposes, and, if the recording is good, they are shipped at once to the stations. Representative McGugin, who is serving his first term, conceived the idea while campaigning in his home state. He began the transcription series when Congress convened last month.

Rep. McGugin

Robert D. Heinl of Washington, well-known radio syndicate writer, had this to say appropos of the new idea:

"One of the big problems for Representatives and Senators, who necessarily must spend most of their time in Washington, is to keep their political fences back home in good condition while they are away. No matter how brilliant a record they may make in Washington, there is always the problem of keeping their accomplishments before the people who reelect them.

"Up to this time the practice has been to get home as often as possible, which in the case of those living half way or entirely across the continent is difficult at best. In addition to this, they write letters frequently and send plenty of seeds, or whatever pamphlets or other prerequisities are at their disposal."

WTMJ Withdraws RCA, High Power Appeals Suddenly

Commission Amends Decision On Power of WFLA-WSUN

THE CASE which involved the validity of the more than 1,400 radio station licenses held by subsidiaries of RCA, has been dropped, and the decision of the Federal Radio Commission of last June, removing for RCA the danger of losing its wave length licenses for alleged infraction of the anti-monopoly provisions of the Radio Act, now stands unquestioned in the courts.

Without making known its reasons, the Milwaukee Journal, operating WTMJ, withdrew its last two appeals pending before the Court of Appeals of the District of Columbia. Both grew out of the high power cases and one challenged the Commission's renewal of RCA licenses. WTMJ, of which Walter J. Damm is manager, has been involved in much litigation, having filed a half-dozen separate appeals from Commission decisions since 1929.

Almost simultaneously with the Journal's action, the Commission amended its previous decision having to do with the restoration of the service area of WTMJ on the 620-kc. regional frequency. On motion of Paul M. Segal, counsel for WFLA-WSUN, Clearwater, Fla., the Commission amplified its earlier decision arbitrarily reducing WFLA-WSUN's power on 620 kc. from 1 kw. night and 2½ kw. day to 250 watts night and 500 watts day, as a means of complying with the Court of Appeals mandate to reestablish the service area of WTMJ as it existed prior to certain acts complained of by the Commission.

In its supplemental decision, rendered Dec. 18, the Commission authorized WFLA-WSUN to install new equipment at a new location, and to make tests with varying powers to ascertain how much wattage can be used without unduly interfering with WTMJ. Pending further order of the Commission, however, the station will operate with the reduced power.

WTMJ's appeal from the high power decision of the Commission resulted from the denial of the 870 kc. clear channel occupied jointly by WENR and WLS, Chicago—the former owned by NBC. WTMJ also had sought 50 kw. power.

Basis of RCA Case

THE FIRST appeal was filed by WTMJ on July 14. It was contended by Elisha Hanson, counsel for WTMJ, that the Commission was commanded by Section 13 to refuse renewal of the licenses held by RCA subsidiaries because the RCA had been held by the Federal courts to have violated Section 3 of the Clayton Act in the old "Clause 9" vacuum tube litigation. While this appeal was aimed only at the renewal of licenses on the 870 kc. frequency, it automatically raised the question of validity of all the licenses held by RCA subsidiaries, covering broadcasting, relay broadcasting, experimental,

(*Continued on page 36*)

Radio Advertising Is Compared To Press Display Before I.C.C.

NBC and WGBB Argue Right to Reject Accounts at N. Y. Hearing; Decision Will be Delayed

BROADCASTING stations are not common carriers, and, therefore, like printed periodicals, may accept or reject advertising or other matter. That was the crux of the arguments advanced by NBC and WGBB, Freeport, N. Y., at the hearing in New York Dec. 14 before Examiner W. M. Chesaldine of the Interstate Commerce Commission in the effort to show that the I. C. C. does not have authority to regulate the broadcast advertising rate structure. (I. C. C. Docket 24738.)

While the hearing was based on the complaint of the Sta-Shine Products Co., Inc., of New York, a new polish company about which little is known, arguments were restricted to the question of jurisdiction. The merits of the complaint alleging the charging of exorbitant rates, violation of the Interstate Commerce Act and refusal on the part of NBC to afford time on the air to the company, were not argued.

M. H. Aylesworth, NBC president, contended in his testimony that NBC reserved the right to accept or reject any program and "to broadcast only for those we choose to serve." He compared this policy with the right of a publication to accept or reject advertising. Under no condition, he said, can a broadcasting station be classified as a common carrier, obligated to accommodate all-comers.

Similar arguments were advanced by Harry H. Carmen, owner and operator of WGBB. Arthur Batcheller, supervisor of radio of the Commerce Department, with headquarters in New York, was called as witness for the Sta-Shine Co., and gave technical testimony as to the locations of the stations involved in the case. Mr. Aylesworth and Mr. Carmen also testified as to the general nature of their businesses.

Not a Common Carrier

QUESTIONED by Ernie Adamson, counsel for the complainant, on the leasing of telephone lines, Mr. Aylesworth said his company leased lines from the A. T. & T. to link stations subscribing to its programs. He contended that NBC does not engage in the transmission of intelligence for hire by wire or wireless nor in any other practice to the provisions of the Transportation Act of 1920.

Frederick H. Wood, special counsel for NBC, argued against the contention of Sta-Shine counsel that the NBC, by leasing wires for broadcasting, was a common carrier. He held that point-to-point communication was something entirely different from broadcasting. Mr. Wood, widely experienced in rate regulation law, traced the origin of the transportation act, and sought to show that it was not meant to apply to broadcasting, which hardly had its inception when the act was promulgated.

Mr. Wood was assisted in the presentation of the case by A. L. Ashby, vice president and general attorney for NBC.

Examiner Chesaldine explained that the hearing was concerned only with the question of jurisdiction. He said that if it were decided that the Commission has jurisdiction, a second hearing will be held to decide the issues raised in the complaint.

Briefs to be Filed

BOTH SIDES were given 30 days in which to file briefs, after which Mr. Chesaldine will submit his report to the Commission. The examiner indicated that several months probably would elapse before his report is submitted because of the pressure of other business which takes precedence over the radio rate case.

The complaint of the Sta-Shine Company, filed last fall, for the first time raised the practical issue of I. C. C. jurisdiction over broadcasting. The Commission must decide whether the law gives it authority to regulate advertising rates, just as it fixes passenger and cargo rates of railroads and other carriers, and whether it must evaluate broadcast properties as the basis for such rates. Informally, one member of the Commission has expressed the belief that the Commission does not have jurisdiction over broadcasting and that broadcasting stations are not common carriers.

Originally filed Sept. 19, but amended on two subsequent occasions, the Sta-Shine complaint alleged that the NBC and WGBB charged "exorbitant" rates for time on the air. It contended further that NBC had refused to furnish facilities to it; that the two respondents had failed to file schedules of rates, as required of all "common carriers," and that the I. C. C. has jurisdiction to regulate broadcasting rates under the express provisions of the law.

N. Y. Outroared

LARRY FISK, chief audio engineer of WBBM, Chicago, recently cooperated with CBS engineers in New York City to demonstrate to the New York Electrical Society that Chicago's theater hour traffic in the loop makes four times as much noise as does the crowd at Times Square. A condenser microphone was suspended from the windows of the Oriental Gardens in Chicago in the center of the noisy throng, and the roar was carried to New York City. The street sounds from Times Square were a mere murmur in comparison.

BBC Plans Short Wave Station to Cover Empire

PLANS for the erection of a short wave "empire broadcasting station," to utilize the high frequencies in relaying programs to the British possessions, will be carried into effect immediately, says an announcement by the British Broadcasting Corporation. The development was said to have been postponed thus far because of "difficulties in financing such a service on a permanent basis."

An experimental service will first be inaugurated at G5SW, Chelmsford, to broadcast programs for reception in the crown colonies. The object will be to give as many listeners as possible throughout the Empire a program at hours when it is most convenient for them to listen. The hours of operation will depend upon results of the experiments and listener demand. The "strong desire" expressed from all parts of the Empire was responsible for the decision to proceed with the plans.

Technical arrangements include the use of several wave lengths chosen to provide the best reception under the varying atmospheric conditions of the dominions and colonies. Construction of the transmitter at Daventry will be begun shortly.

WATER-COOLED VALVES—The many tubes used by the British relay station at Milmorton, from which European programs are carried to the United States via short waves.

Coercion Charges Cause Plea Denial

Supervisor's Letter Introduced By Licensee of KGDE

FOLLOWING a hearing in which there was a strange admixture of allegations of political pressure and of perjured testimony involving many officials inside of radio and out, the Federal Radio Commission on Dec. 23 denied the application of Jacob L. Pete, for a new 100-watt local station at Ely, Minn., to share with KGDE, Fergus Falls, Minn.

In its decision, the Commission said that Charles L. Jaren, licensee of KGDE, alleged his consent to relinquish a portion of the time assigned to his station to Pete was given "under coercion and intimidation." At the original hearing before Chief Examiner Ellis A. Yost on Sept. 10, 1931, Jaren favored the Pete application and offered to yield one-half of his time on 1200 kc. In oral arguments before the full Commission on Dec. 9, however, he retracted his former testimony and made flagrant charges of political pressure.

Pete is a county commissioner for St. Louis County and a banker represented as influential in the affairs of that area. F. X. Farrell, of Duluth, a business man represented as being a factor in Minnesota politics, was drawn into the controversy, while H. D. Hayes, supervisor of radio at Chicago, was implicated through the introduction of a confidential letter he sent to Jaren in reply to the broadcaster's request for the official's personal views.

In its statement the Commission quoted the Hayes' letter in full. It did not, however, quote the Jaren letter. It said that the Dec. 9 hearing disclosed facts which "clearly indicate that the testimony given by Jaren at the first hearing in no respect represented his true position" and that he was "unduly influenced by circumstances not at that time within the knowledge of the Commission." It stated further that Jaren visited Senator Schall, (Rep.) Minn., and informed him of "his seemingly difficult position."

"This record," said the Commission, "clearly indicates that the testimony given by applicant Jaren at the original hearing on Sept. 10 with respect to Jaren's willingness to relinquish a portion of the assigned operating time of Station KGDE and need of the proposed service at Ely was influenced by a desire to acquiesce in the recommendations contained in the letter of Supervisor Hayes and at least to some extent by conversation with the applicant and Farrell. The result is that such testimony did not represent the true position of Jaren in the matter.

"While there appears in this record very little basis for the statements written by Supervisor Hayes, yet it appears conclusively that Jaren did have respect for and in fact relied upon the opinions of a government radio official. And under such circumstances this Commission is of the opinion that no weight should now be given to the former testimony of Jaren or the contract for sharing time which was an important consideration in the recommendation of the examiner."

Education Stations Turn Commercial

16 Out of 44 Sell Time Whereas Business Broadcasters Offer Greater Percentage of Scholastic Programs

THE FALLACY of some of the arguments of educational factions seeking more radio facilities is strikingly reflected in the "vital statistics" on stations in the records of the Federal Radio Commission, which disclose that an unusually large number of educational stations have fallen by the wayside because they were unable to stand the financial gaff and that many of them have skipped over from the non-commercial to the commercial side of the field.

A check of Commission records against the Standard Rate & Data commercial listings reveals that 17 of 44 listed educational stations are selling time. Of the 83 stations operated by schools, universities, churches, municipalities and charitable institutions, about 30 sell time.

An analysis of these records brings out the rather startling fact that educational stations themselves are broadcasting less educational programs than are the commercial stations, and, moreover, that they are not utilizing anywhere near the time on the air for which they are licensed. While commercial stations, on the average, are devoting in excess of 10 per cent of their program time to educational programs, the educational stations are offering something under 8 per cent.

Commission records show also that a very high percentage of educational stations close down during the summer months, apparently on the theory that people do not need education in the summer. Practically without exception, the so-called educational stations cease operation from June to September, by special dispensation from the Commission.

The records show, too, that approximately 60 educational stations have abandoned their enterprises since the Commission's establishment in 1927. Unstable financial situations, inability to meet the rigorous competition of commercial stations, and recent regulations requiring drastic technical improvements are the most apparent reasons for these failures. Half of the 60 stations transferred their licenses voluntarily to commercial enterprises, through outright sale, or by working agreement. Ten were deleted by the Commission in 1928 as a part of the general reallocation, and the other score either were deleted or forfeited their licenses during the ensuing months.

Lafount Asks Cooperation

FEDERAL Radio Commissioner Harold A. Lafount has expressed himself clearly on the subject of radio and education. In calling upon broadcasters and educators alike to cooperate in the presentation of adequate educational programs, he pointed out that educational stations have failed to make any important contribution largely because of lack of finances and inability to stage such programs properly. Commercial broadcasters have shown a willingness to offer, free of charge, educational programs which they know from experience will hold the audience, he said.

Several months ago Commissioner Lafount made a survey of all stations on the air and disclosed that six minutes out of every 60 on the air are devoted to educational programs. He brought out that the 49 educational stations then licensed were authorized to operate a total of 3,669.2 hours a week but that they actually used about one-third of that allotted time, or 1,229.28 hours. And of the time they were on the air, only 283.85 hours a week, or about one-fourth, was devoted to education.

He said then that even if the Radio Act did not require that each assignment be used to its capacity, because of the severe limitation on broadcast facilities, that "ordinary fairness and plain justice dictate that educators make full use of the facilities they already have assigned to them before demanding more."

With all stations devoting more and more time to educational programs, Mr. Lafount said he believed the public would be much better served by the present system than by the proposed percentage allocation of channels to education. He said it was his experience that the public would not stand for an exclusively educational program for a whole day or night from any station, and that the average adult would not listen to an educational program even for two hours a day.

The National Committee on Education By Radio, the faction supporting the Fess Bill (S. 4) which seeks 15 per cent of the wave lengths for education, publishes in a recent propaganda pamphlet a list of 49 stations which it states are in the educational category. Four of the stations listed, however, are not licensed in the names of schools but to city or state departments. One, WOS, Jefferson City, Mo., licensed to the Missouri State Marketing Bureau, within the last two weeks was voluntarily assigned to commercial hands.

Education Stations Decrease

ALMOST weekly, the Commission's records show, an application is filed by some educational station for voluntary assignment of its license to a commercial company. Thus the ranks of exclusively educational stations are thinning out gradually.

Included among the educational stations listed as selling time are: WAPI, Birmingham, University of Alabama; KUOA, Fayetteville, University of Arkansas (reduced to ¼ time Dec. 18); WGST, Atlanta, Georgia, School of Technology; WJTL, Atlanta, Oglethorpe University; WWL, New Orleans, Loyola University; KFRU, Columbia, Mo., Stephens College; KOB, Albuquerque, New Mexico State College; WOQ, Kansas City, Mo., Unity School of Christianity (ordered deleted Dec. 18); WHAZ, Troy, N. Y., Rensselaer Polytechnic Institute; KFJM, Grand Forks, University of North Dakota; KOCW, Chickasha, Oklahoma College for Women; WJBU, Lewisburg, Pa., Bucknell University; WHBY, Green Bay, Wis., St. Norbert College; WEHC, Emory, Va., Emory & Henry College; KGY, Lacey, Wash. St. Martin's College; WRUF, Gainsville, University of Florida.

Other educational stations listed on the Commission's rolls, concerning which no definite information is available as to whether they sell time are: WCAC, Storrs, Connecticut Agricultural College; WSVS, Buffalo, N. Y., Seneca Vocational High School; WCAD, Canton, N. Y., St. Lawrence University; WEAI, Ithaca, N. Y., Cornell University; WKAR, Lansing, Michigan State College; WEAO, Columbus, Ohio State University; WSAJ, Grove City, Pa., Grove City College; WPSC, State College, Pennsylvania State College; WNAD, Norman, O., University of Oklahoma; WTAW, College Station, Agriculture and Mechanical College of Texas; WILL, Urbana, University of Illinois; WBAA, W. Lafayette, Ind., Purdue University; WOI, Ames, Iowa State College; KWLC, Decorah, Luther College, Ia.; WSUI, Iowa City, State University of Iowa; KFKU, Lawrence, University of Kansas; KSAC, Manhattan, Kansas State College of Agriculture; WLB-WGMS, Minneapolis, University of Minnesota; WFMX, Northfield, Minn., Carleton College; WCAL, Northfield, Minn., St. Olaf College; WEW, St. Louis, St. Louis University; WCAJ, Lincoln, Nebraska Wesleyan University; KFDY, Brookings, South Dakota State College; WCAT, Rapid City, South Dakota State School of Mines; KUSD, Vermillion, University of South Dakota; WHA, Madison, University of Wisconsin; WHAD, Milwaukee, Marquette University; KOAC, Cornvallis, Oregon State Agricultural College; KBPS, Portland, Ore., Benson Polytechnic School, and KWSC, Pullman, State College of Washington.

If I Were a Broadcaster—

Radio Editors, Polled by World-Telegram, Would Restrict Blurbers, Improve Programs, Tie-in With Press

"IF YOU had a radio station what would you do with it?"

This final question in the New York World-Telegram's recent All-America Radio Poll has brought forth some interesting replies from the nation's radio editors. Chief among the promises of the editors, the poll reveals, are that they would tame the advertising blurbers, limit the commercial credit within a rigid period of time and raise the standard of entertainment.

Some of the more constructive replies follow:

"I would make one station in the United States where one might depend at any hour upon receiving really good music or really intelligent talking."—Davidson Taylor, Courier-Journal and the Louisville Times.

"Seek to make it like a 'class' publication."—Volney D. Hurd, Christian Science Monitor.

"Cut out political speeches."—Richard H. Wilkinson, the Uxbridge (Mass.) Times.

"Localize it as much as possible. Tie up with papers for broadcasters of local news and local, or at least sectional, personalities. Place a general restriction on the numbers of words and minutes for advertising blurbs of all programs under my control. And chop off as many vocalists as possible."—Paul Harrison, NEA Service.

"Limit advertising speeches to ten words every two minutes."—Clay Miller, Spencer (W. Va.) Times-Record.

"Merge it with a newspaper."—W. Y. Chester, Billingham (Wash.) Herald.

"Humanize it."—R. L. Voorhees, Syracuse (N. Y.) Post-Standard.

"Limit advertising boosts to three one-minute periods."—Webb C. Artz, United Press Associations.

"I would build up the finest local programs possible, using a network affiliation only when I had nothing better to offer locally."—Norman Siegel, Cleveland Press.

"Devote as much time as possible to network programs, keep advertising announcements short and ban records."—Patricia Harris, St. Petersburg (Fla.) Times.

A Florida radio editor who asks that her name be not used said: "I would ATTEMPT to convince sponsors that entertainment in good taste is consistent with good business; would furnish a strictly high-brow business, but would consider that the average listener, in spite of popular belief, has mentality above that of a 13-year-old child; would bar quack medical talks and solicitations from astrologers and fortune tellers."

An All-Southern California radio team has just been announced by Dr. Ralph L. Power, radio editor of the Los Angeles Record, following its selection by a committee of six.

The 1931 members follow:

Announcer: Bob Swan, KHJ; Continuities: Laird Doyle, KFWB and KNX; Violinist: Calmon Luboviski, KNX; Pianist—Classics: Clair Mellonino, KNX; Popular: Bert Fiske and William Tucker, known as "Nip and Tuck," two-piano team, KFWB; Old-Time Music: Beverly Hill Billies, KTM; Orchestras—Dance: Earl Burtnett's Biltmore orchestra, KECA; Philharmonic: Los Angeles Philharmonic, KFI; Concert: Raymond's Paige's studio staff orchestra, KHJ; Band: Long Beach Municipal band, KGER; Comedian: Gene Byrnes, KTM; Comedienne: Elvia Allman, KHJ; Sports Announcer: Zeph Fitzgerald, KFWB; Speakers—Most scholarly: Rabbi Magnin, KHJ; Most sincere, Burr McIntosh, KFWB; Most popular: Raine Bennett, KFI; Most inspirational: Rev. Father Robert E. Lucy, KGER; Drama: Georgia Fifield, KNX; Organ: Harold Curtis, KMTR; Harmony—Male: Bob and Jimmy Palmer, Utah Trail Boys, KTM; Female: Bluettes: Meredith Gregor, Marian Peck and Theresa Aezer, KHJ; Male quartet: The King's Men: Ken Darby, Grafton Linn, Radburn Robinson and John Dobson, KFWB; Skit: Watanabe and Archie, KNX; Master of ceremonies: Freeman Lang, unattached; Vocal—Ballads, male, Oscar Heather, KGFJ; Ballads, female: Helen Guest, KFI; Soprano: Pearl Hunter, KHJ; Contralto: Claire Van Nostrand, unattached; Tenor: Donald Novis, KNX; Baritone: Don Ricard, KECA.

New Antenna Developed

A NOVEL type of antenna is being employed in the regular telephone service inaugurated on Dec. 23 between Hawaii and the North American mainland via short wave between stations near San Francisco and on the island of Oahu. The antenna is known as the Double-V and is highly directional. A maximum power of 60 kw. is used. The service is the first step in the extension of the Bell System overseas telephone service to the Far East.

XUM

Views on European Broadcasting Vary In Five Surveys by American Experts

Foreign System Held Both Superior and Inferior; Television Progress Noted; Studios Studied

FIVE POINTS of view on broadcasting and television experimentation in Europe, three of them favorable, have been expressed this month by American experts just returned from abroad.

An NBC party of technicians found much novelty but little of practical value in a survey of studio construction in the interest of Radio City. Alexander Nyman, consulting engineer of the Short-wave & Television Corp., Boston, enthusiastically praised European television experiments.

Diametrically opposed views on the status of European broadcasting, as compared to that in the United States, were expressed by representatives of the industry and a spokesman for the educational interests which are seeking 15 per cent of the channels now assigned to commercial interests.

Alfred H. Morton, European manager of RCA, with headquarters in Paris, and Dr. Willis Eugenes Everette, radio engineer of San Rafael, Cal., were mildly critical of foreign broadcasting, whereas Armstrong Perry, of the National Committee on Education by Radio, found much to praise abroad.

Novelty in Studios

EXPERTS on studio construction who visited broadcasting centers in England, Germany, Russia and France in the interest of Radio City are: O. B. Hanson, NBC manager of plant operation and engineering; Gerard Chatfield, NBC technical art director, and Wallace K. Harrison, architect.

In England they found that the British Broadcasting Corp. has built studios of masonry inside an almost triangular steel structure, the latter devoted to offices, thus eliminating outside street noises. Such a solution was said not to be adaptable to Radio City, however, because of the height of the buildings. The B.B.C. also uses several studios in the presentation of one dramatic program, and all sounds converge through one central control room.

Studios with collapsible and movable walls have been constructed at Hamburg, Germany. The floors and ceilings can be elevated or lowered by hydraulic power. Mr. Hanson said these innovations were of little practical value to Radio City.

Considerable use of radio for propaganda purposes was found in Russia. Throughout Europe the party found a familiarity with Amos 'n' Andy, Walter Damrosch and other American radio stars.

Television Praised

"EUROPE is working steadily if quietly on television with progress paralleling the work of American research," Mr. Nyman said. "Both the mechanical and cathode ray systems have their own advocates as in this country and both are making interesting progress."

The popular opinion that Paris is just a place to play was blasted by Mr. Morton in an interview at New York. This notion, he said, is "far from the truth for those who are with the fast-moving American organizations."

Speaking of European broadcasting, he said: "While European broadcasting is still several years behind that in America in programs and technique, in the opinion of most observers, the European equipment is good. Powers are high and stations must be heard all over Europe to make them as forceful as their managers want them to be.

"Russia has three stations of 100 kw. each; Warsaw, Poland, one of 150 kw.; France has one of 100 and one of 80 kw. Scattered through Germany and Italy are 50 kw. stations. Programs are improving." There is a keen interest abroad in international broadcasts, Mr. Morton said.

Time Waste Noted

HOW MOST European broadcasting stations "waste time" by failing to adhere to systematic operating schedules, is described by Dr. Everette in a report submitted to Federal Radio Commissioner Harold A. Lafount. Dr. Everette has just returned from a six months tour of Europe to study foreign methods of radio operation.

"To really appreciate the methods of operation of the National and Columbia systems of broadcasting in America," he wrote, "one must actually travel in the various countries of Europe and note the very great difference in programs, in announcing and in the executive studio operation of radio broadcast work."

The majority of radio receivers, speakers and aerials used in Europe cannot compare with the average class of apparatus used in this country, he stated. Consequently, Dr. Everette added, the tone, volume, clarity and character of the best of the American programs are vastly superior to similar programs in Europe—both in long and short wave work.

Says U. S. Pays More

MR. PERRY, director of the service bureau of the National Committee on Education by Radio, fresh from a European tour during which he interviewed numerous radio officials, issued a press statement declaring that Americans pay much more for their radio programs than do Europeans.

"Most broadcasting organizations in Europe have assured incomes instead of lawsuits and losses, and many of them are making good profits," he said. "The listeners in Europe have plenty of good programs of the kind they desire and are comparatively free from the advertising nuisance which, in America, has become so obnoxious that the commercial broadcasters and government officials are releasing publicity stories stating they are trying to abate it."

Proxy at Hearing

APPEARING as proxy for WRHM, Minneapolis, and KGFK, Moorhead, Minn., Stanley Hubbard, manager of KSTP, St. Paul-Minneapolis, at a recent hearing before Chief Examiner Yost of the Federal Radio Commission, opposed the application of the Weber Jewelry Co., St. Cloud, Minn., for authority to erect a new 50-watt station there to operate on 1500 kc. On his own station's behalf and on behalf of the stations whose powers of attorney he carried, Mr. Hubbard asserted no need exists for the proposed station. Rep. Harold Knutson, of Minnesota, appeared on behalf of the applicant.

Tibbett and Firestone

AS A RESULT of a chance meeting at a Gridiron Club dinner given by Washington newspaper correspondents, Harvey S. Firestone, Jr., vice president of Firestone Tire & Rubber Co., Akron, entered into an arrangement with Lawrence Tibbett, Metropolitan opera, concert stage and talking picture star, for Tibbett's regular appearance on the "Voice of Firestone" program over the NBC-WEAF network, beginning Jan. 4. Tibbett thus becomes the first Metropolitan Opera star ever to contract for a series on the air. He will be heard at 8:30 p.m. with a repeat at 11:30 p.m., EST, every Monday night.

NEWS NOTES

From Foreign Lands

INAUGURATING the Empire Marketing Board's "Buy British" campaign, the Prince of Wales addressed the British radio audience via the B.B.C. network recently. J. H. Thomas, Secretary of State for the Dominions, also opened the Exhibition of Empire Produce at Australia House, London, with a speech that was broadcast over the B.B.C. and also transmitted to Australia by the Post Office's radio-telephone system. After Mr. Thomas' speech, Prime Minister Scullin spoke from Sydney, his voice being heard only in Australia House but recorded on the Blattnerphone recording apparatus for later use.

AN EXCHANGE of patents agreement has been made by the German Telefunken Company and Philips Radio of Holland, providing for an interchange of spare parts and the later addition of other corporations in the cartel.

POLISH Broadcasting Co., government owned and operated, made a net profit of $66,547 in the fiscal year ending March 31, 1931, according to a report from the U. S. consul at Warsaw. Four new stations were under construction during the year. Because of delinquencies of $34,913 in subscriptions from listeners, an appropriation of $5,237 had to be obtained. The company reported that on April 1, 1931, there was a radio receiver to every 27 persons in cities of more than 5,000 and a radio for every 291 persons in rural communities. Chain broadcasting was said to be developing rapidly in Poland.

A MARKED increase in interest in American radio equipment has been apparent in Norway during the last six months, according to a report by Vice Consul George M. Abbott, Oslo. A number of manufacturers in the United States have appointed Norwegian representatives. Radio sets numbered 95,292 in July, 1931, and imports during 1930 were valued at $1,150,000. The vice consul advises American manufacturers entering the Norway market to quote prices c.i.f. Olso, if possible, although quotations f.o.b. New York are generally satisfactory.

THE "RADIOPTIMISTS" is the title of a group of players who appear on Scottish stations of the British Broadcasting Corp.

A 200 KW. STATION is being erected in the independent duchy of Luxembourg, according to an announcement made recently when the corner-stone was laid. The station promoters hope to reach all Europe. Buildings are scheduled to be completed January 15, but the station probably will not begin operation before July 15, 1932. The station will carry sponsored programs, and is being erected under French auspices.

BRITISH Broadcasting Corporation has just issued its first pamphlet in Braille, titled "The Modern State." Blind persons in Great Britain can also obtain a receiving set free from the Wireless for the Blind Fund and a license without cost from the Post Office.

RADIO PARIS went on the air with powers of between 85 and 120 kw., beginning Nov. 13. A concert of the newest "His Master's Voice" records was among more recent broadcasts. Reception is reported good in England.

CZECHOSLOVAKIA now boasts one of the most powerful broadcasting stations in the world. The new transmitter at Cesky Brod, 21 miles east of Prague, has a power of 200 kw. The nearest rival to date is said to be the 158 kw. station at Warsaw. The equipment was designed by the International Telephone and Telegraph Laboratories.

MORE than 30,000 signatures have been obtained to a pro-advertisement petition in Belgium following the issuance of a decree by the government forbidding the broadcasting of advertisements by private stations.

NEW ZEALAND'S Postmaster General has announced that on the expiration of a lease held by the Radio Broadcasting Company of New Zealand, broadcasting will be placed under the control of an independent board, which is to be vested with the ownership of all stations and equipment and with the entire control of the technical and studio staffs, according to a report from Consul Bernard Gotlieb, Wellington. This board will assume control Jan. 1. All four members of the board will be appointed by the government.

How to Pick Proper Transmitter Site

Location Held More Important Than Power Increase; Maximum Efficiency Depends on Several Factors

By A. D. RING,
Senior Engineer, Federal Radio Commission

A. D. Ring

ONE OF the most important factors in determining the success of a broadcast station is the location of the transmitter. The Commission's records measurements show the following cases now existing: A certain 500-watt station is more effective in covering the primarv center of population than a particular 5-kw. station; a 1-kw. station is superior to a 50-kw. station and a 5-kw. station superior to a 50-kw. station.

If data were available on the coverage of the primary area and center of population of all stations, it would appear that power alone is of minor importance and other factors determine the service rendered in these areas. As a matter of fact, the percentage of modulation is usually more important than power, and the effectiveness of the site and efficiency of the radiating system (antenna) are more important than either.

The power and minimum percentage of modulation are fixed by the Commission, and every licensee should select a site from which the maximum city and rural coverage may be had and a minimum amount of interference produced with other stations. By the Commission's present plan of allocation, power is allocated to regional and local broadcast stations by steps of approximately twice the power of the next lower step.

A study of the transmitter locations and radiating systems indicate that these two may have a materially greater effect than these small power steps. A station now assigned 500 watts may, by the mere expediency of selecting a very suitable location and radiating system, increase the effectiveness much more than by increasing the power at the present location to 1000 watts. Commercial surveys of broadcast stations emphasize the importance of the best locations.

Objectives of Site

THE THREE primary objectives to be attained in the selection of a site of a broadcast station are as follows:

1. To serve adequately the center of population and give maximum coverage to the adjacent areas.
2. To cause minimum of cross-talk interference with other stations assigned to adjacent channels.
3. To pass the requirements of the Federal Radio Commission.

If a site is engineeringly correct, presumably it will pass the requirements of the Federal Radio Commission. The following table is offered as a general guide to be used in determining the approximate site of broadcast transmitters. That is, from this table it may be determined whether or not the station should be located in the center of the city or at some distance from the city.

In case the power and the population of the city are such that it should be located at some distance, the approximate distance is given as well as the population of the so-called "blanket area." The "blanket area" of a broadcast station is defined as that area in which the average broadcast receiver would not be able to receive satisfactorily, without cross-talk, other stations operating on a frequency separated by 50 kilocycles or more. If the city under consideration is of irregular shape, the table may not apply but the general principles set out will still hold.

Another factor to be considered is the relation of the site to airports and airways. There are no regulations or laws with respect to distance from airports and airways, but a distance of three miles from each is used as a guide. In case a suitable location is found at less distance than this, it may be satisfactory if the towers are suitably painted and lighted in conformity with Aeronautics Bulletin No. 9[1], or if the towers are not higher than the surrounding objects. The latter is poor radio engineering. In selecting a site the local aeronautical authorities should always be consulted if there is any question concerning erecting a hazard to aviation.

In selecting a site in the center of a city it is usually necessary to place the radiating system on the top of a building. This building should be large enough to permit the necessary spacing and height of towers. Great care must be taken to avoid selecting a building surrounded by taller buildings or any building higher than the antenna and in the direction which it is desired to serve. Such a building will tend to cast shadows which may materially reduce the coverage of the station.

If from Table I it is determined that a site should be selected removed from the city, then there are several general conditions to be followed in determining the exact site. The table gives the approximate distance from the center of the city. Three maps should be given consideration if available:

1. Map of the density of population and number of people by sections in the area.
2. Geographical contour map with contour intervals of 20 to 50 feet.
3. Map showing the type, nature and depth of the soil in the area with special reference to the condition of the moisture throughout the year.

From these maps a site should be selected that is approximately the required distance from the city with a minimum population in the "blanket area" and with a minimum number of intervening hills between it and the center of the city. In general because of ground conditions it is better to select a site in a low area rather than on top of a hill, and the only condition under which a site on top of a hill should be selected is that it is only possible by this means to avoid a substantial number of hills between the site and the center of a city with consequent shadows.

If a compromise must be made between probable shadows from intervening hills and locating the transmitter on top of a hill, it is generally better to compromise in favor of the low area where an efficient radiating system may be erected and take the losses due to shadows being caused by the hills if not too numerous or too high. Several transmitters have been located on top of hills, but so far as is known not a single installation has given the average efficiency of propagation.

The ideal location of a broadcast transmitter is in a low area of marshy or "crawfishy" soil or area which is damp the maximum percentage of time and from a clear view over the entire center of population may be had. The tallest buildings in the business section of the city should cast a shadow across the minimum residential area.

The type and condition of the soil or earth immediately around a site is very important. Important, but to a less extent, is the soil or earth between the site and the principle area to be served. Sandy soil is considered the worst type with glacial deposits and mineral ore areas next. Alluvial and marshy areas and salt water bogs have been found to have the least absorption of the signal. One is fortunate to have available such an area and, if not available, the next best condition must be selected.

Cutting Blanket Area

IF A SITE is to be selected to serve a city which is on a general sloping area, it is generally better to select a site below the city than above the city.

Careful consideration must be given to selecting a site so that the number of people in the blanket area are a minimum. The last column of Table I gives the percentage of the total population of the city or metropolitan area that may be permitted in the blanket area. In general broadcast transmitters operating with approximately the same power can be grouped in the same approximate area and thereby reduce the cross-talk interference between them.

If the city is of irregular shape, it is often possible to take advantage of this in selecting a suitable location that will give a maximum coverage and at the same time maintain a minimum of people within the blanket area. The maps giving the density of population will be a key to this. The map giving the elevation by contours will be a key to the obstructing hills between the site and city. The map of the soil conditions will assist in determining the efficiency of the radiating system that may be erected and the absorption of the signal encountered in the surrounding area.

In finally selecting the site, consideration must be given to the required space for erecting an efficient radiating system. It is the general practice to use direct grounds consisting of a radial buried wire system. If the area is such that it is not possible to get such a ground system in soil that remains moist throughout the year, it probably will be found better to erect a counterpoise. Under the ideal consideration, in the opinion of the writer, a counterpoise properly erected is as efficient as the best possible ground, and, if it is not possible to secure an excellent ground, the counterpoise should always be given consideration. It, like the antenna itself, must of course be designed properly for the operating frequency and other local conditions.

It is always desirable, and whenever possible, a field intensity survey should be made to determine that the site selected will come up to the expectations and meet the requirements. Often two or more sites may be selected that appear to be of equal promise. It is only by means of field intensity surveys taken with a transmitter at the different sites that it can be determined which is more desirable. There are many considerations of inefficiency that cannot be determined by any other method. An

(*Continued on page 38*)

TABLE I

Power of Station	Population of City or Metropolitan Area	Radius of Blanket Area 75 to 100 MV/M	Site-Distance from Center of City—(Business or Geographical)	Maximum Percentage of Total Population in "Blanket Area"
50-100 w.	5,000-50,000	0.3 to 0.4 mi.	½ to 2 mi.	0.50
50-100 w.	75,000 and up	0.3 to 0.4 mi.	Center of business section	----
250-500 w.	5,000-150,000	0.6 to 0.9 mi.	1 to 3 mi.	0.75
250-500 w.	200,000 and up	0.6 to 0.9 mi.	Center of business section	----
1000 w.	5,000-200,000	1.25 mi.	2 to 5 mi.	0.75
1000 w.	250,000 and up	1.25 mi.	Center of business section	----
5-10 kw.	All	2.7 to 3.75 mi.	7.5 to 10 mi.	1.0
25-50 kw.	All	4.5 to 6.0 mi.	12.0 to 20 mi.	1.0

BROADCASTING

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Table Manners

RADIO REFORMERS, wave-grabbers and calamity-howlers will find little comfort in the Federal Radio Commission's first public utterance on the much mooted subject of radio advertising. Despite the railings of those groups, the Commission asserts its confidence in Radio by the American Plan.

But in that carefully worded "press release" there is a note of warning to broadcasters that cannot be ignored. That the bounds of good taste in presenting the advertising message are being exceeded by many stations, cannot be denied. It may be the so-called "reckless youth" of broadcasting or it may be overzeal, but the fact remains that not all broadcasting has learned its table manners.

The Commission would like to keep its hands off the advertising question. So would Congress. That's why the Commission recites the facts as it sees them and advises broadcasters to remedy the situation voluntarily. Failure to take this opportunity, the Commission warns, will lead to its treatment with "proper legislation." That means legislative censorship, with a rigid limitation on the amount and kind of advertising. It should not be necessary.

The Commission displays wisdom in commending to the attention of broadcasters the Code of Ethics of the NAB. That able instrument was drawn nearly three years ago. It should have been enforced then and since. Its terms still hold. It is the "avenue by which the industry can regulate itself."

Broadcasters should be gratified by the Commission's stout defense of American broadcasting as providing the best form of radio entertainment that can be found in the world. With that pronouncement, broadcasters should get back to their knitting and pick up those dropped-stitches. A word to the wise should be sufficient.

Intelligent Approach

FROM A SMALL station operator down in Virginia comes one of the most intelligent discourses on the copyright situation it has yet been our privilege to read. Whether or not you agree with Mr. Clarke in his conclusion that the percentage yardstick furnished the logical common denominator for fair and equitable copyright license fees, you must admit that he approaches the problem with logic and foresight. The questionnaire which he circularized among local and regional stations to sound out their opinion should have been sent out long ago on behalf of the organized broadcasters—so that negotiations might be conducted with the American Society of Composers, Authors and Publishers with a goodly cross-section of the industry represented.

Mr. Clarke found a preponderance of his responses favoring a "percentage of gross" yardstick. But, naturally, the broadcasters don't want the percentage too high. As Mr. Clarke points out, the vaunted prosperity of the business of broadcasting is a myth growing out of widely published reports about rising network income. The American Society is supposed to be considering a 10 per cent levy, but as far as we can learn that figure is mere rumor. It has not yet announced its intentions, except to say that new license fees will be levied in February, an action which may possibly be delayed by the recent death of Mr. Rosenthal. Mr. Clarke found locals agreeing upon an average 2.5 per cent levy on time sales renewals; the regionals on 2.3 per cent of gross.

This is a subject of many ramifications. It is a problem that, as Mr. Clarke so emphatically points out, needs the organized front of the broadcasters. Mr. Clarke's suggestion that the locals and regionals join in a common cause to protect their interests seems sound.

More Broadcast Waves

THAT THE RULERS of American radio are very much aware of what is taking place abroad, particularly in the matter of the use of longer waves for broadcasting, is evident from the statement by Chairman Saltzman in his brief discussion of 1932 prospects for broadcasting in this issue.

Whether the long waves are the solution of the problem of congestion on the North American broadcast wave lengths, a problem that grows more and more acute as new and powerful stations are built in Mexico and as Canada quietly makes ready to go to higher powers, it is for the technicians to say. Then it is for the rulers to determine whether the broadcast band should be widened at the lower frequency end to relieve the congestion and to accommodate stations in this country and in other countries of North America.

Very little publicity attended the Canadian government's decision last year to assign broadcasting stations to the 540, 530 and 520 kc. channels, three waves just below the present 550 kc. limit of the broadcast band. Nor did this country voice a protest, the Army radio authorities using those frequencies for aviation purposes simply deciding to make the best of the situation. Here are three more channels, which, if stations are spaced widely enough apart and powers limited, can readily be adapted for broadcasting, for it should not be a difficult matter to coil receiving sets to embrace these waves. It may be the beginning of longer wave broadcasting in North America.

The RADIO BOOK SHELF

PROCEEDINGS of the First Assembly of the National Advisory Council of Radio in Education, which was held in New York in May, 1931, have been published (University of Chicago Press, $3). This is the first of a series of books to be published for the Council which will bring before the public the various phases of the splendid work undertaken by this group under the directorship of Levering Tyson.

Radio has appeared on the educational horizon as a new agent of interest and importance—one which could be utilized to great advantage in the process of education. The rights of education on the air as opposed to commercial broadcasting present not only a serious problem, but one involved with many complications. To consider this problem in all its aspects and from an unbiased and impartial viewpoint, the National Advisory Council on Radio in Education was organized. Recognizing the need for a thorough and technical survey of broadcasting as an art and industry, the Council immediately secured outstanding authorities in their respective fields

(*Continued to page 29*)

General Saltzman obviously has his eyes on this development; if our State Department keeps as wide awake, the conferences with Canada and Mexico and Cuba, which must inevitably be held soon to effect a new *modus operandi* on the available wave lengths, may be wholly amicable and may give to all countries their just due without taking anything away from any one country.

At any rate, General Saltzman clearly indicates that this North American tangle will not go unnoticed at the world radio conference in Madrid next autumn. If Europe uses longer waves—and we understand with excellent results—why not America? Possibly, if we wait long enough, the ultra-high frequencies will solve the broadcasting problem, as it is expected to solve the television wave problem. But the ultra-shorts, at best, appear only useable for purely local services. The long waves, on the other hand, are better adapted for distance coverage. And the long waves just adjacent the present broadcast band are the most conveniently available, even though their use for broadcasting means the shifting of other services.

General Saltzman speaks significantly when he states: "As the importance of broadcasting grows in the United States, it is inevitable that there must be additional frequencies."

Radio Comes of Age

METROPOLITAN Opera on the air and the magnificent technical accomplishments of Dr. Leopold Stokowski and his Philadelphia Orchestra are, to our minds, outstanding achievements on the program side of network broadcasting during the year just ended. These two developments reveal that radio has really come of age, for they have brought the finest in music to the homes without distortion and with such a high degree of fidelity that it bespeaks much for radio's continuing prestige as an artistic medium. There is now hardly a great musical aggregation or artist who has not appeared before the American microphone; to our mind come only two exceptions, Kreisler and Paderewski, and we look forward to hearing them too in 1932.

We Pay Our Respects to—

M. H. AYLESWORTH

TO DEVELOP broadcasting as a messenger of peace on earth, good will toward man the world around has been Merlin Hall Aylesworth's consuming ideal ever since he took over the reins of NBC at its inception a little more than five years ago. That a radio signal, flashed from the Holy Land by the Rev. Dr. Rennie MacInnes, Anglican Bishop of Jerusalem, should have set the chimes of Old Trinity in New York ringing on Christmas Eve, to be heard over the nation-wide networks, was a fitting consummation of that ambition.

Mr. Aylesworth's international broadcasting plans have already given the American audience tastes of speech and music from a score of nations, some of them in the far corners of the earth. Consider the multi-nation greetings to Marconi on Dec. 12. Consider the Christmas Day broadcasts from abroad, not only this year but last.

Probably his most brilliant achievement, aside from extending American radio's scope beyond the Seven Seas, was his successful intervention in finally persuading the impresarios of the Metropolitan Opera Company to allow that great musical aggregation to go on the air directly from the stage in a series of sustaining programs, begun Christmas Day. For ten years or more—in fact, ever since Dr. Lee DeForest broadcast a test radio program from its august halls back in 1910 with the meager equipment then available—Metropolitan has turned a deaf ear to all the importunities of the radio people.

To the president of NBC and his staff, especially to John F. Royal, vice president, and the NBC corps of engineers whose developmental work finally persuaded the rulers of Metropolitan that radio has come of age and can faithfully reproduce the finest in music, we pay our respects. Today practically every artist of note, with the exceptions of Paderewski and Kreisler, has been heard on the American air, as well as nearly every concert or musical and dramatic aggregation of major magnitude.

Mr. Aylesworth's rise may be attributed in as large degree to his ability to pick the right men for jobs to be done as to his own almost uncanny sense of public relations. He is 45, his birth date being July 19, 1886. He was born in Cedar Rapids, Ia., the son of the Rev. Barton O. Aylesworth. He was graduated in law from Denver University in 1908 and attended Colorado Agricultural College, the University of Colorado, University of Wisconsin and Columbia University.

After practicing law in Fort Collins, Col., from 1908 to 1914, he became chairman of the Colorado Public Utilities Commission, holding that post until 1918, when he became an executive of the Utah Power and Light Co., Salt Lake City. In 1919 he became managing director of the National Electric Light Association, which post he held until he became the first president of NBC in 1926. He is married and has two children. He is a member of the Christian Church and Sigma Chi fraternity.

PERSONAL NOTES

C. M. (TOM) MEEHAN, recently named manager of WHP, the Harrisburg (Pa.) Telegraph station, is one of the latest radio executives to be drawn from the newspaper field. Widely experienced in newspaper work, Mr. Meehan is the originator of the racing handicap, "Little Joe, the Lucky Dog."

HARRY S. GOSDEN, brother of Freeman Gosden, the "Amos" of the "Amos 'n' Andy" team, and advertising and publicity man with experience on the New York Journal, Atlanta Journal, Birmingham News and other newspapers, has joined the advertising staff of the Asheville (N. C.) Citizen and Times, which owns and operates WWNC.

STEPHEN BOLLES, director of WCLO, of the Janesville (Wis.) Gazette and editor of that newspaper, has been appointed chairman of the publicity committee for the Wisconsin and Upper Michigan District of the Kiwanis International.

BORN, to Mr. and Mrs. John Elwood (NBC vice president), a baby boy, weight nine pounds; to Mr. and Mrs. Ralph L. Walker (Federal Radio Commission examiner), a baby girl, Helen Clark, Dec. 10, weight eight pounds; to Mr. and Mrs. George S. Porter (assistant general counsel, Federal Radio Commission), a baby girl.

DON HIGGINS, formerly with the press relations department of NBC in New York, has joined the press department of CBS.

GEORGE WARREN, formerly with the Yankee Network, Boston, has joined the commercial staff of KGB, San Diego.

FRED WEBER, traffic manager of the NBC Chicago studios, and Al R. Williamson, NBC public relations manager in Chicago, were recent visitors at KSTP, St. Paul-Minneapolis, for the celebration of the third anniversary of that station's affiliation with NBC.

HARRY BUTCHER, Washington representative of CBS, and Mrs. Butcher spent the holiday season with relatives and friends in Des Moines and other cities in Iowa and Nebraska.

FERN McCHESNEY, of the NBC sales department in San Francisco, and Russell McNeill, of the NBC library, made public the announcement of their marriage in December. Theirs was the eighth wedding the past three months at the west coast quarters of NBC.

VOLNEY HURD, radio editor of the Christian Science Monitor, Boston, and widely known in radio circles, has been appointed assistant executive editor of that newspaper.

O. H. CALDWELL, former Federal Radio Commissioner, now editor of RADIO RETAILING and ELECTRONICS, spoke before the Washington branch of the I.R.E. Dec. 17 on opportunities in the electronics fields for radio engineers.

E. L. ("TY") TYSON, assistant manager of WWJ, Detroit, and veteran sports announcer, will celebrate his tenth anniversary before the microphone next May. He is one of the few pioneer announcers still on the air.

CARL T. NUNAN, publicity manager of KPO, San Francisco, and California manager for the Atwater Kent Foundation, has been visiting Washington, D. C., New York City, and New Haven, Conn., during the holidays.

CAPT. A. H. STACKPOLE, manager of WHP, Harrisburg, Pa., of the Harrisburg Telegraph and associate editor of that newspaper, has been touring the state in his own airplane, which he pilots, on inspections and to make addresses for the Pennsylvania State Aeronautics Commission, of which he is vice-chairman.

LEW FROST has been appointed assistant production manager of the NBC Pacific Division by Don E. Gilman, NBC Vice president. He has been in charge of program traffic, and becomes aid to Tom Hutchinson, production manager.

MAX WAIZMAN and Andrew C. Love, producers, and John M. Woodburn, continuity writer, have joined the San Francisco studios of NBC. Woodburn comes from New York, where he was an NBC continuity writer in 1929, later freelancing and writing programs for advertising agencies. Waizman is well-known in San Francisco, having started his career there as an actor 22 years ago. Love was with the Victor Co. on the Pacific coast, and has been radio station manager and producer in Texas, Arizona and New Mexico.

M. B. HARTMAN, formerly on the sales staff of WBOW, Terre Haute, has joined the advertising staff of BROADCASTING, as Midwestern representative, with headquarters in Chicago.

BEHIND THE MICROPHONE

VAUGHN DE LEATH, formerly with NBC, has signed a contract with CBS and began a series of sustaining programs Dec. 28. Miss De Leath is known as the "original radio girl."

ARTHUR BARTON, actor-playwright, has joined the staff of WLTH, Brooklyn, as the head of the departments of public relations and continuity. He was formerly press agent for Columbia Pictures and was coauthor of the play "Wonder Boy."

MISS FRANCES LYNCH, hostess, and William S. Rainey, production manager and actor, of the New York NBC studios, have announced their engagement. The wedding date has not been set.

CHARLES FRANCIS COE has returned to the air in a new series of weekly talks on crime over the NBC-WEAF network on Friday afternoons.

JACK FOSTER, New York World-Telegram radio columnist, will assist in the inauguration of a series of literary programs to be broadcast over the NBC-WJZ network at 3:15 p. m., EST, Jan. 7. He will introduce Thomas L. Stix, president of the Book League of America, director of the series.

ALICE JOY, contralto, who leaped from the vaudeville stage to radio stardom overnight, has signed a contract placing her under exclusive management of the NBC Artists Service. She is now soloist on the Prince Albert Quarter Hour.

BUDDY ROGERS has quit the screen to organize and conduct his own orchestra and has signed a contract for management by the NBC Artists Service, according to George Engles, NBC vice president. The initial broadcast is scheduled within the next few weeks.

J. BILL WILLIAMS has been named director of the production department of WMCA, New York. He has had considerable experience as a theatrical producer and in 1921 he organized WQJ, Chicago. He has been with CBS recently.

MISS KATHLEEN STEWARD, concert pianist of NBC, has become engaged to Everett Martine, an executive of the Chase National Bank. They will be married in May.

C. L. MENSER, production manager of the Chicago NBC studios, presented a radio drama at the sixteenth annual convention of the National Association of Teachers of Speech, Detroit, Dec. 29. He outlined the various steps in constructing and presenting a radio play.

THE STAFF of WHK, Cleveland, spent Christmas with Seth Parker and his Singing School at Jonesport, Me. A special program was broadcast. The delegation was headed by M. A. Howlett, general manager of WHK.

MRS. MARIAN S. CARTER has joined the program department of WABC, New York. She will specialize in morning programs.

DAVE RUBINOFF has signed a contract to continue for another year as musical director of the Sunday evening Chase and Sanborn programs over an NBC-WEAF network.

KFI-KECA, Los Angeles, doesn't require that its workers double up in character, but many of them do. Pianists among the staff, other than the regular pianists: Rubert Hurd, program director; Don Ricardo, baritone; Winnie Parker, blues; Bud Edwards, Pat Kelley and Ruth Clark, singers; Charles Shepherd, orchestra director, and Jose Rodriquez, publicity.

CLYDE SMITH, trombonist, and Jimmy Barrett, violinist, recently joined the studio orchestra at WWJ, Detroit.

JOSEPH REIS, announcer at WLW, Cincinnati, has been called "the finest radio announcer in America" by Hugh Russell Fraser, Albany Evening News columnist, who based his choice on three counts: radio personality, originality and the correct use of the American language.

WALTER AND NELL DE VOE are the latest staff artists at KROW, Oakland, Cal. Both are singers. They left Utica, N. Y., en route for the west via the hitch-hiking route and arrived 10 weeks later.

ALTHOUGH they were married early in September, the fact was not made public until Christmas time that Van Fleming and Don McNeill, the two professors of Coo-Coo College, have married. Fleming wed Miss Julia Beth Calhoun, San Francisco, actress. Don McNeill's wife was formerly Catherine Mary Bennett, of Milwaukee. The boys do a program early each morning over the NBC-KGO network on the Pacific coast under Quaker Oats sponsorship.

JOIE WARNER, one time of NBC in New York, is now doing a nightly program of song and chatter for Challenge Cream and Butter Association over KNX, Hollywood. This replaces the transcription of Louie's Hungry Five, which the sponsor formerly used.

JACK DUNN, leading his Rainbow Gardens dance orchestra via remote control to KTM, Los Angeles, nightly, has done a test record for Columbia at the Freeman Lang studios, Hollywood. He expects to start a series of recorded music early in January.

KEN HAMILTON, whose children's programs, as Brother Ken, were a daily feature of KNX, Hollywood, for two years, and more recently at KMCS, Inglewood, Cal., in December moved over to KECA, Los Angeles, for a week-day broadcast.

TOM WALLACE. announcer at KNX, Hollywood, has a program of his own nowadays in the form of a Tuesday morning "mail bag" from which he reads letters sent to the station from fans.

BILL SANDERSON, announcer at KFWI, San Francisco, is reorganizing the Sanderson Players for weekly dramatic skits over the air.

JIMMY HIGGINS, solo saxophonist with the studio orchestra at WWJ, Detroit, has been given the directorship for the "This and That Show." Ole Foerch, for more than a year director of the WWJ studio orchestras, is devoting most of his time to concert programs.

DAVID BALLOU, one-time distributor for Warner Brothers industrial films, and lately in production work at KGB, San Diego, has gone to KFAC-KFVD, Los Angeles and Culver City, Cal., to write continuities and do some announcing.

FRANG GAGE, doing a song and piano act for KHJ, Los Angeles, but previously on the staffs of KMTR, KTM and KFVD, resigned from KHJ late in December to open up his school for music and radio technique.

MAURICE JOACHIM, formerly a program manager at KNX, Hollywood, and once with the announcing staff of KHJ, Los Angeles, has returned from the mid-west and will be heard on KFRC, San Francisco, beginning Jan. 5, five times a week. He calls the program "Dr. M. H. H. Rajput, Hindu secret service agent in India during the war." It was first given over KFI, Los Angeles, and lately in the mid-west as a series.

IN THE CONTROL ROOM

H. WARDEN (Hack) WILSON, of the NBC field engineering staff, who has achieved considerable distinction for his ability to mimic notables heard on the air, is to be featured as "ghost announcer" on the new Royal Gelatin program to be heard on an NBC network beginning early in January.

AL WARNER is the latest addition to the technical force of KFI-KECA, Los Angeles. He previously was a ship operator, and was once reported drowned.

DR. CHARLES TRAVIS has joined the staff of the Licensee Engineering Laboratory of RCA in New York, replacing E. A. Tubbs, resigned. Dr. Travis, who has been with Atwater Kent Company for five years, has had broad experience in civil engineering and metallurgy as well as radio.

WAH CHAN CHOCK and Wilfred Chock, two of Hawaii's best known radio technicians, have just gone into the radio business at 544 S. Beretania Street, Honolulu.

DICK STEPHENS, operator at KECA, Los Angeles, did some substitute announcing early in December and was so successful that he was transferred to the announcing staff permanently.

ROBERT CLARK BOYES, father of Edwin G. Boyes, chief operator at WWJ, Detroit, died Dec. 10 after a short illness.

WILLIAM B. LODGE, a new engineer in the maintenance department of the CBS has been transferred from the WABC transmitter building at Wayne Township, N. J., to the New York headquarters of the network.

JAMES SWENSON, supervisor of field engineering for CBS, has been at Lake Placid, N. Y., making arrangements for broadcasting the Olympic winter games, beginning Feb. 4.

KENNETH ORMISTON, chief engineer of KNX, Hollywood, during the last two weeks in December conducted the "Kit-Kase" question and answer column conducted for technically minded readers in the weekly program periodical, the California Broadcaster, published in Los Angeles.

WGN Seeks Relay Unit for Foreign Broadcasts

AUTHORITY to build a relay broadcasting station as an adjunct to WGN, Chicago, was sought at a recent hearing before the Federal Radio Commission by the Chicago Tribune, licensee of WGN. Carl J. Meyers, chief engineer of WGN, testified that, if the application is granted, it is the intention of the Tribune to arrange with foreign stations for rebroadcasting programs. Foreign correspondents of the newspaper, he said, are located in every important center in the world, and they would be called upon to make arrangements with stations and to arrange for making technical observations.

"It is our intention," said Mr. Meyers, "not to use commercial or sponsored programs for the purpose of relay broadcasting unless and until the Commission gives its approval of this practice. This is a standard which is not, however, being followed by any relay broadcasting station now in existence which has come to my attention."

Relies on "Aerophor"

THOSE sustained bass passages in the symphonic works of Wagner and Tschaikowsky, bane of all bass players, hold no terrors for J. Austin Hustin, staff double bass and tuba player of WLW, Cincinnati. Sometimes single notes must be sustained for as many as 20 measures. But Hustin uses his "Aerophor," a German wind machine with which tones may be sustained indefinitely. The device, said to be the only one of its kind in use in this country, consists of a bellows, a small water tank containing an electric light and a tube running from the bellows to the player's mouth. Before being conveyed to the mouth, the air is passed over the water, heated to proper temperature by means of the electric light and thus given sufficient moisture and warmth to prevent throat irritation.

Cantor Holds Over

EDDIE CANTOR will remain as headliner on the Chase & Sanborn Hour through Jan. 17, according to NBC Artists Service. Cantor's two additional appearances were made possible because of his simultaneous vaudeville engagements in the middle-west, and he later will leave for Hollywood to fulfill moving picture contracts. Originally he was scheduled to leave for the movie colony the first of the year, to return to the air in the Spring.

NBC Moves on Coast

PACIFIC coast NBC studios have moved from the twenty-first floor of the Hunter Dulin Bldg., 111 Suter St., San Francisco, to the entire second floor. A gala program commemorating the event will be released about the first week in January, according to Don Gilman, NBC manager on the coast.

NBC Adopts Strict Policy on Auditions

MANY FEEL the call to be radio announcers but few are chosen, according to the NBC, which has just adopted a stricter audition policy. During the last two years 2,500 aspirants appeared before the network's microphones, but only ten were hired.

Because records of these auditions show that with rare exceptions only candidates with musical education and ability to speak one or more foreign languages are equipped to become announcers. NBC hereafter will grant auditions only to experienced persons or applicants who have indorsements of recognized authorities. The aspiring musician must now present his application in writing, answering questions as to training, experience and style.

If the candidate is given a test audition, the audition staff passes on the sound of the voice alone without seeing the speaker. If he passes this, then a second audition is held before a group of program executives.

One of the chief stumbling blocks of the 2,500 heard under the wide-open audition policy was the first sentence in the test script prepared by Patrick J. Kelly, supervisor of announcers. It was: "The seething sea ceaseth and thus the seething sea sufficeth us." Names of foreign composers also stumped many aspirants.

The ten announcers who were chosen in the past two years are: John Holbrook, winner of the 1931 diction medal, Edward K. Jewett, Ray Winters, Howard Petrie, Bennett Grauer, William Warner Lundell, Ezra McIntosh, Allan Kent, Daniel Russell and Charles O'Connor.

Court Programs Barred

GOVERNORS of the California state bar went on record late in December as censuring the practice of broadcasting the proceedings of trials. The state meeting of the bar governors, held in Santa Ana, adopted a resolution urging that no court permit such broadcasting.

Action came as the outgrowth of the Clark murder trial in Los Angeles when arguments to the jury were broadcast.

Seeks WMRJ's Channel

CHARLES L. BENNETT, general manager of WFOX, Brooklyn, has applied to the Federal Radio Commission for the place of WMRJ, Jamaica, N. Y., on the 1210 kc. channel, now shared by WMRJ with WCOH, Yonkers; WJBI, Red Bank, N. J., and WGBB, Freeport, L. I.

Mexicans Rap XER

PROTESTS against Dr. John R. Brinkley's XER at Villa Acuna, Mexico, have been filed with Gov. Garza of Coahuila by various Mexican radio listeners, according to press reports. The basis of the protest is that the station is being used to broadcast "Yankee imperialist propaganda."

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WTMJ, Milwaukee, has renewed for another year its contract with John Hoffman Sons and Co., Milwaukee wholesale grocers and distributors of "Old Time" coffee. The program went on Jan. 6, 1931, featuring a new act represented by two old bachelors called the "Old Timers." By October, business in the line had increased 28 per cent, and demands came from adjacent territories.

DON CARNEY, Uncle Don at WOR, Newark, and noted for his Luke Higgins broadcasts, has a new ethereal role as host for the Childs Melody Meal (Childs' Restaurants). Mary Olds is the hostess. Music is furnished by the California Ramblers Orchestra and a guest soloist. The program is on the air Thursday nights at 9:15 o'clock.

SHOLTS Advertising agency, Los Angeles, handling the account of the Emblem Oil Company Liberty brand gas over KHJ, Los Angeles, has announced a special fan offer in the form of an automobile laprobe in the colors of different Pacific coast universities. A specified number of coupon books must be bought and a small additional charge is paid to obtain the premium.

McCONNELL AND FERGUSSON, Ltd., through its Vancouver office, will handle the account for the Restmore Mfg. Co. over CNRV and for the Burns Company over CJOR, both Vancouver stations.

THE REV. JQHN BROWN, of the Arkansas John Brown Schools, has taken time over KMPC, Beverly Hills, Cal., for 45 minutes each morning. Since he utilizes this time to talk about activities of his schools and other topics, he appears in the dual role as sponsor and artist. When the license of KGEF, owned by the Rev. Bob Shuler, was revoked, Brown switched his program to the Beverly Hills station.

NATIONAL advertisers now occupy 95 per cent of the time of WLTH, Brooklyn. Among the recent national accounts are: Bost Toothpaste, Inc., Brodie Kosher Meat Products, Lane Bryant, Coward Shoe Co., Iowa Pearl Button Co., Vicks Vapo-Rub.

GILMORE OIL CO., Los Angeles, producers and distributors of Gilmore gas and Lion Head motor oil, on Christmas eve distributed one million candy all-day suckers to children. Radio announcemen's were made for the children to call at their nearest station and get one free. They were purchased by B. A. Rowell, company president, and each was created to form a lion's head and was labeled Gilmore. Radio announcements were made from KNX, Hollywood; KHJ, Los Angeles, and a Pacific Coast NBC chain from KFI, Los Angeles.

"OLD KING Cole Club," sponsored by a Brooklyn department store over WLTH, Brooklyn, now has more than 6,000 members. The popularity of the children's feature has grown rapidly in the past year. The feature consists of mass singing, story telling and solos by members of the club.

THE OLDEST commercial program at KOIL, Omaha, is that of the John O'Brien Druggists, who have been on the air at the Nebraska station for four and a half years. They give a daily forecast of sports events and other happenings.

MERCHANTS of Weiser, Idaho, who use the facilities of KIDO, Boise, include: Washington Hotel, Auto Electric Shop, Rose Marie Beauty Shop, Globe Furniture Co., Ready-to-Wear Store, Electric Bakery and Warren Tailor Shop. Parma, an adjoining town, is represented by: Jones Barber Shop, Garrett Hardware and Furniture Store, Parma Garage, Baldridge Implement Co., Parma Water Lifter (Rose Brothers) and Kuchhorn's tire and battery service.

"SEEING Southern California," a half-hour program of music and travel talk twice a week over KHJ and KFI, Los Angeles, has been used by the Motor Transit Stages and Pacific Electric Railway to promote coach and electric railway travel to orange shows, county fairs and the Ramona pageant. Max H. Green, traffic manager for Motor Transit, estimates that the radio programs have increased the transportation to the shows from 25 to 300 per cent.

BULLOCKS, Los Angeles and Beverly Hills department store, has signed with KFAC, Los Angeles, for a nightly program called the "Whoa, Bill Club," featuring Harry Jackson and entertainers.

KHJ, Los Angeles, has renewed a contract with the Signal Oil Co. for another quarter with a twice-weekly musical program. One of these is known as the "Medley of Errors," in which listeners are awarded prizes for detecting errors in presentation.

PAUL LAMKOFF, onetime writing musical scores for M-G-M, First National and Universal studios, has made arrangement with KFAC, Los Angeles, for a twice a week "motion picture hour," as a half hour broadcast. Lamkoff, a Russian composer, sings and is assisted by a cellist and pianist. Gossip and news of studios round out the program. Lamkoff also conducts an office in Hollywood for the production of radio programs.

WRR, DALLAS, Tex., has signed 15 minute programs for the Oak Cliff Music Co. and the Chocolate Shop an hour children's program for the Old Mill Theatre and 30 minutes for the Primrose Petroleum Co.

KTM, Los Angeles, reports new current accounts: Equitable Finance Co., 15 minutes daily of recordings and two evening 15-minute symphony periods weekly, through January; Glisson nail polish and Scalpizer hair tonic, both for daily spot announcements, 30 days.

KGW, Portland, Ore., originates the Baldy Homespun Melodies program two evenings a week for the Baldy Finance Co. Sherman, Clay Music Co. presents a Sunday night musicale as a KGW studio program.

THE MAIN Street Sketches returned to WOR, Newark, at 7:30 p. m. Dec. 29 with Leonard E. L. Cox, creator of the Titusville broadcasts, introducing the rural characters in the new series. Charles E. Hires Co., of Philadelphia, are the sponsors. The program will be on the air Tuesday and Friday nights. It is now an electrical transcription.

LANGENDORF United Bakeries, San Francisco, has renewed its thrice weekly programs at the dinner hour time over KFRC, San Francisco, with contract expiring Dec. 1, 1932. Sunset Seed and Nursery Co. will continue its weekly garden talk with contract expiring May 17, 1932.

NETWORK ACCOUNTS

WESTERN CLOCK CO., LaSalle, Ill. (Wesclox, Big Ben, etc.) on Jan. 5 will start a new series over 17 NBC-WEAF stations. Dramatic sketches with incidental music will be featured Tuesdays and Thursdays from 10:45 to 11 a. m., EST, Batten. Bar on, Durstine & Osborne, New York, handles the account.

R. B. DAVIS CO., Hoboken, N. J., (baking powder) on Jan. 6 will begin a series featuring "The Mystery Chef," to run 26 weeks over 30 CBS stations from 11:15 to 11:30 a. m. H. J. Cowan Co., New York, handles the account.

GENERAL FOODS CORP., New York (Log Cabin syrup), on Jan. 10 will begin a new series to run 52 weeks (with 30-day cancellation clause) over 21 CBS stations. The "Real Folks" sketch will be featured Sundays from 5 to 5:30 p. m., EST. Erwin, Wasey & Co., New York, handles the account.

CARNATION MILK CO., Milwaukee (Carnation milk), on Jan. 4 will begin a new Monday night series over the NBC-WJZ network to be known as "The Contented Program." The program will originate in the Chicago NBC studios and will present an orchestra and the Fireside Singers. It will be under the direction of Morgan L. Eastman, and will be heard for a half hour beginning at 8 p. m., EST.

DEMOCRATIC National Committee, New York, has signed with CBS for the broadcast of the Victory Campaign Dinner over 30 stations on Jan. 14 from 9:15 to 9:30 p. m., EST. Jones & Brakeley, Inc., New York, handles the account.

BULOVA WATCH CO., New York, on Jan. 1 will start a 52-week series of time announcements over WABC, New York. Biow Co., New York, handles the account.

WILLIAM WRIGLEY, Jr., Co., Chicago, (chewing gum) opened an tri-weekly program over 18 CBS stations Dec. 21. A dramatic skit, "The Lone Wolf Tribe," with an Indian background will be presented each Monday, Wednesday and Friday 5:45 to 6 p. m. and 6:30 to 6:45 p. m.; 13 stations will carry first program and five western stations will carry second broadcast. J. Walter Thompson Co., Chicago, handles the account.

BLUE MOON CHEESE PRODUCTS Co., Minneapolis, Minn., begins Jan. 16 to sponsor the "Kuku" period over 23 NBC-WEAF stations. The program will be heard Saturdays from 5:30 to 5:45 p. m., EST. J. P. Muller & Co., New York, handled the account.

OLDSMOBILE MOTOR CO., Detroit, has contracted to stage a single program over 44 NBC-WJZ stations with various pickups, Jan. 1. Campbell Ewald Co., Detroit, handled the account.

U. S. RUBBER CO., New York, on Dec. 29 renewed its contract for 13 NBC-WJZ stations carrying "The Keds Program" Tuesdays from 7:15 to 7:30 p. m., EST. The Blackman Co., New York, handles the account.

GENERAL PETROLEUM CORP., Los Angeles, has renewed its "Memory Lane" program over 7 NBC-KGO stations on Tuesdays from 8:15 to 8:45 p. m., PST. Smith & Drum, Los Angeles, handles the account.

THE KELLOGG CO., Battle Creek, Mich., on Jan. 3 renews with its "Kaffee Hag Slumber Hour" over 13 NBC-WJZ stations Sundays from 9:45 to 10:15 p. m., EST. N. W. Ayer & Son, New York, handles the account.

INDEPENDENT GROCERS' ALLIANCE, Chicago, which delayed its previously scheduled start on CBS, on Jan. 18 begins an eight-week account over 25 CBS stations. It will be a variety program changing talent each week, with "Al and Pete" as background, and will be heard Tuesdays and Fridays from 9:45 to 10 a. m., EST. Hilmer V. Swenson Co., Chicago, handles the account.

ALFRED DECKER & COHN, Chicago (Society brand clothes) on March 8 begins a 13-week series over 24 CBS stations. Type of program has not been decided. It will be heard Tuesdays from 10:15 to 10:30 p. m., EST. The agency of Henri, Hurst & McDonald, Chicago, handles the account.

GOODYEAR TIRE & RUBBER CO., Akron, formerly heard on Tuesdays over an NBC-WEAF eastern network, on Dec. 16 switched to Wednesdays and now embraces the NBC-KGO network as well as other new stations. John Philip Sousa and band, the Goodyear Quartet and a concert orchestra feature the program.

QUAKER OATS CO., Chicago, sponsoring Phil Cook, moved that "one man show" over to a new morning spot, effective Dec. 28. "The Quaker Man" is to be heard over an NBC-WJZ network from 8:15 to 8:30 a. m., EST, every day but Sunday hereafter.

ON DEC. 18 the first of a series to run for several months for the Union Oil Co., Los Angeles, was inaugurated by NBC over KHQ, Spokane; KGW, Portland; KGO, San Francisco; KFI, Los Angeles; KFSD, San Diego, and KTAR, Phoenix. The program is heard Fridays at 9 p. m., PST.

HUGH BARRETT DOBBS, conducting the Shell Happytime week days at 8 p. m. from KPO, San Francisco, over a Pacific Coast NBC network of six other stations, on Jan. 1 changes over to KFRC, San Francisco, and thence to 10 other stations affiliated with CBS in the west. It had been an NBC feature for about three years. Sponsor is the Shell Oil Co.

STANDARD OIL of California, sponsoring the weekly Standard school broadcast and the weekly Standard symphony hour, now uses a third spot known as "Standard Bigger Dollars Program" each Wednesday morning on the Woman's Magazine of the Air broadcast over an NBC Pacific Coast network.

SAFEWAY STORES, Inc., California chain grocery organization, utilizes the NBC Pacific Coast network's "Woman's Magazine of the Air" once weekly for its homemakers' bureau program.

NEW SPONSORS on NBC's Pacific Coast chain: Rubert P. Gust Co. "Helpful Hints to Housewives," three mornings a week; Concord Music Publishing Co., twice a week; Roman Meal Co., on "Woman's Magazine of the Air" weekly; Petroleum Derivatives Co., once a week.

R. WALLACE & SONS Mfg. Col., Wallingford, Conn., (silver) has renewed its contract with CBS for a 13-week series of Sunday broadcasts from 2 to 2:30 p. m., starting Feb. 28, over 24 stations. The program, "Sons of Eli," is musical. McCann-Erickson, Inc., New York, handles the account.

SCOTT & BROWNE, Inc., Bloomfield, N. J., (Scott's Emulsion) is sponsoring Count Felix von Luckner, German naval hero, in a series entitled "Adventuring With Count Luckner" each Sunday night over the CBS network. The feature, which replaced "Tales of the Sea," started Dec. 20.

WHEATENA CORP., Rahway, N. J., on Jan. 1 renews its contract for the "Raising Junior" program over 14 NBC-WJZ stations and the north-

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western group and five stations of the Pacific coast NBC-KPO network. The WJZ net hears the program daily except Wednesdays from 6:45 to 7 p. m., EST, and the KPO network carries it daily except Mondays at the same period, PST. McKee & Albright, Philadelphia, handles the account.

COCA-COLA CO., Atlanta, Ga., on Jan. 6 will renew its contract for 53 stations of the NBC-WEAF network, with Canadian, northwestern, southeastern, southwestern and mountain supplements, and with NBC-KGO network. It is carried Wednesdays from 10 to 10:30 p. m., EST. D'Arcy Advertising Agency, St. Louis, handles the account.

TASTYEAST, Inc., Springfield, Mass., has renewed its contract for 11 NBC-WJZ stations, effective Dec. 14. The "Tastyeast Jesters" are carried Mondays, Thursdays and Saturdays from 7:15 to 7:30 p. m., EST. Federal Advertising Agency, New York, now handles the account.

DAVEY TREE EXPERT Co., Kent, O. (tree surgery), on Dec. 27 renewed its contract for 21 NBC-WEAF stations. The period is Sundays from 4:30 to 5:30 p. m., EST. J. Walter Thompson Co., New York, handles the account.

HOUSEHOLD FINANCE CORP., Chicago (financial service), on Jan. 5 will renew its contract for 12 NBC-WJZ stations. The period is Tuesdays from 9 to 9:30 p. m., EST. Charles Daniel Frey Co., Chicago, handles the account.

C. F. MUELLER Co., Jersey City (macaroni, spaghetti, noodles, etc.), on Dec. 31 renewed its contract for 13 NBC-WJZ stations. The program, featuring Mrs. A. M. Goudiss, is heard Thursdays from 11 to 11:15 a. m., EST. T. M. Bowers Advertising Agency, Chicago, handles the account.

SWIFT & CO., Chicago (meat packing, on Dec. 28 renewed its contract for 18 NBC-WEAF and 19 supplementary stations as well as 5 NBC-KGO stations. "The Stebbins Boys" are heard daily except Saturdays and Sundays from 6:45 to 7 p. m., 7:45 to 8 p. m., and 12:45 to 1 a. m., EST. J. Walter Thompson Co., New York, handles the account.

SWIFT & CO., Chicago, on Jan. 4 will renew its contract for 13 NBC-WJZ and northwestern supplements for the program featuring Pat Barnes, heard daily except Saturdays and Sundays 12:30 p. m., EST. J. Walter Thompson Co., New York, handles the account.

WILDROOT CO., Buffalo, N. Y. (hair tonic and shampoo), on Jan. 8 will renew its contract for 17 NBC-WEAF stations. The Wildroot Institute and talks by Elizabeth May are heard Wednesdays from 10:30 to 10:45 a. m., EST. Batten, Barton, Durstine & Osborne, New York, handles the account.

GENERAL MILLS, Inc., Minneapolis (flour, bread, etc.), on Jan. 4 will renew its contract for 21 NBC-WEAF stations carrying "Skippy" daily except Sundays from 5:15 to 5:30 p. m., EST, with a repeat from 6:15 to 6:30 p. m., EST. Blackett Sample & Hummert, Inc., Chicago, handles the account.

GENERAL FOODS CORP., New York (all food products), on Jan. 7 will renew its contract for 32 NBC-WJZ and NBC-KGO and supplementary stations carrying the Radio Household Institute Thursdays from 9:30 to 10 p. m., EST. Young & Rubicam, Inc., New York, handles the account.

STANDARD OIL CO. of New York on Jan. 4 will renew its contract for eight NBC-WEAF stations carrying the Soconeyland Sketches Mondays from 8 to 8:30 p. m., EST. Batten, Barton, Durstine & Osborne, New York, handles the account.

GENERAL MOTORS CORP., Detroit, on Jan. 4 will renew its contract for 41 NBC-WEAF and NBC-KGO stations, heard Mondays from 9:30 to 10 p. m., EST. Batten, Barton, Durstine & Osborne, New York, handles the account.

STANCO, Inc., New York (gasoline), on Jan. 6 will renew its contract for 21 NBC-WEAF stations, heard Wednesdays from 8 to 8:30 p. m., EST. McCann-Erickson Co., New York, handles the account.

PROSPECTS

VAN CAMP SEA FOODS CO., Inc., Terminal Island, Cal., makes up lists during January and February to advertise its tuna fish, using radio along with other media. The annual appropriation is $350,000. R. P. Harper is in charge of advertising, which is placed by Emil Brisacher and Staff, Crocker Bldg., San Francisco.

M. MARSH & SON, Wheeling, W. Va., manufacturers of stogies, makes up lists during January, using advertising and other media. W. L. Katzenstein is in charge of sales and advertising, which is placed through Batten, Barton, Durstine & Osborne, New York.

COLORADO FUEL & IRON CO., Denver, will make up lists during January to advertise steel products and coal, using radio with other media. Albert Brown is advertising manager. Advertising is placed by the Cusack-White Co., 509 Seventeenth St., Denver.

WESTERN AUTO SUPPLY CO., Los Angeles, makes up lists during January to advertise tires, batteries, auto supplies, home and auto radios, camp goods, etc., using radio with other media. Harry I. Press is advertising manager. The Dan B. Miner Co., 714 W. 10th St., Los Angeles, handles the account.

AN APPROPRIATION of $1,000,000 for advertising has been made by the Charles E. Hires Co., Philadelphia manufacturers of root beer, extracts, etc., which is making up lists during January but which has already embarked upon a radio campaign by electrical transcriptions through Mark O'Dea Co., 400 Madison Ave., New York.

SALT LAKE City chamber of commerce in January will launch a drive for funds to finance a national campaign for the spring and summer of 1932. Reduced appropriations in 1931 cut short the community advertising campaign which had been conducted for several years.

EAST SIDE FEDERATED Clubs of Kirkland, Wash., expect a cooperative community campaign for smaller cities on the east side of Lake Washington, opposite Seattle, will be under way some time early in 1932, if plans mature.

THE SEATTLE chamber of commerce plans to carry on its 1932 advertising campaign similar to that of last year. It will open in February and close in June. Two new sub-committees have been appointed. John F. Reid heads the media selection committee, and Gordon Tongue directs the copy supervision committee.

STEVENS AND WALLIS, Inc., Salt Lake agency, has announced a forthcoming campaign in its territory for the Western Building and Loan Association with radio and newspapers.

AN APPROPRIATION of $300,000 is available for the State of Colorado's advertising campaign, soon to be launched by the Colorado Association. While it will be largely in national publications, newspaper and radio advertising will be used in certain sections.

AGENCIES AND REPRESENTATIVES

WILLIAM H. RANKIN CO., Chicago agency, has been appointed to direct the newspaper and radio advertising account of the Allen A. Hosiery Co., Kenosha, Wis., scheduled to start in January.

BURTON BUNCH, formerly with Tom Shipp, Washington, as manager of auditions of the Atwater Kent Foundation, has joined the radio department of R. D. Wylie, Inc., Washington agency.

HANCOCK OIL CO., Los Angeles, has appointed the Los Angeles office of the Emil Brisacher agency to handle all of its advertising activities. The petroleum concern has a long-term arrangement with the owners of KFOX, Long Beach, Cal., by which the station calls are given daily as "This is the Hancock Oil Company station, KFOX."

UNIVERSAL Advertising Service, 201 Brown Palace Hotel, Denver, has been established for radio and other forms of advertising. The staff includes Lora Gilbert, Elizabeth Kusulis and Helen Black, all former newspaper women.

KNX, Hollywood, has appointed the Los Angeles office of Botsford, Constantine and Gardner to direct an advertising campaign in trade magazines and by direct mail.

WWRL, 100-watt transmitter of the Long Island Broadcasting Corp., has joined the new group being formed by August Gerber, president of the Radio Times Sales Corp., and the Central Radiocasting Studios. WMRJ, Jamaica, N. Y., already under the Gerber management, is now being supplied programs by the Central Studios.

TRANSCRIPTIONS

UTILIZING an idea conceived by Edison in his early phonograph recordings, engineers of the Bell Telephone Laboratories have developed a vertical method of recording instead of the standard lateral system. Halsey A. Frederick, representing the Laboratories, demonstrated the new record, and Leopold Stokowski, leader of the Philadelphia Orchestra, commented upon the advance at a recent meeting of the Institute of Radio Engineers and the Society of Motion Picture Engineers in New York.

A disk phonograph record is used. The undulations are cut into spiral grooves in a vertical position. Powerful amplifiers and loudspeakers filled the auditorium with clear music of an organ and orchestra. There was tremendous volume and absence of needle noise, eliminated to a great extent because the needle travels over vertical humps instead of swaying in a lateral groove. The range of tone was applauded by the audience.

Stokowski said that it marked a great advance in music recording. He sees the limitations of music becoming less and less through the development and use of electrical-musical devices. He pointed to the lightness of the mechanism which takes the sound vibrations off the disk, so that tones corresponding to frequencies up to 10,000 cycles a second are easily reproduced.

GOLD SEAL ASSOCIATES, Inc., of New York and Chicago, started a 52-week radio campaign Dec. 11 over 24 spot stations extending from the Atlantic coast to Omaha to counteract the activities of the chain stores. The broadcasts are being prepared as electrical transcriptions by the World Broadcasting System. Hanff-Metzger, Inc., New York, handles the account.

FREEMAN LANG Enterprises, Inc., Los Angeles, has just completed for Radio Transcription Co. of America a series of eight 15-minute programs. The features, now being released nationally, include Gus Arnheim, Slim Martin and Salvatore Sanaella's orchestras; Memories, a travelogue series featuring Edmund Breese; Life O'Riley, a burlesque on the trials and tribulations of a smalltown popularity contest winner trying to crash the movies; Front Page Headlines; Speed and Double Speed, and Charles F. Lindsley, in a series of comedy and dramatic readings.

EQUIPMENT

CLEM WADE, president of Western Television Corp., Chicago, announces that the following are using Western Television equipment: W9XAO, of Western Television Corp., connected with WIBO, Chicago; W9XAP, of the Chicago Daily News, connected with WMAQ, Chicago; First National Television, Inc., Kansas City, connected with KMBC, Kansas City (wave application pending); W9XD, of Milwaukee Journal, connected with WTMJ, Milwaukee; University of Iowa, Iowa City, connected with WSUI; Trav-ler Mfg. Co., St. Louis, (hearing on wave application pending) and CKAC, of the Montreal LaPresse (equipment under construction).

DEFOREST RADIO CO., Passaic, N. J., has issued a new catalogue covering all DeForest audions with specifications. A special section is devoted to the complete line of transmitting audions.

STATION NOTES

CONSOLIDATED Press Association news service was inaugurated by WKBF, Indianapolis; WBOW, Terre Haute, and WGBF, Evansville, on Dec. 21. Telegraphic printers were installed at the stations for reception of special news dispatches. KFEL, Denver, began the service on Dec. 1.

NEGOTIATIONS with WAAW, Omaha, for an affiliation with CBS have been dropped, Harry Butcher, Washington representative of CBS, announced upon his return recently from a trip to Omaha. Station KOIL, Council Bluffs-Omaha, recently severed its connection with CBS and later joined NBC.

KNX, Hollywood, with its transmitter in San Fernando Valley at Sherman Oaks, has installed a new transmitting antenna made by Gosilco Products, Huntington Park, Cal. KFWB, Hollywood, and KMCS, Inglewood, are reported to be the only other stations using the patented wire.

A SAN FRANCISCO studio for KROW, Oakland, has been established in the lounge of the Casino theatre. This includes a control room, announcing booth and artists lounge. The main KROW studio is located in Oakland with an auxiliary at Richmond, where the transmitter is located. The new San Francisco studio will be carried on regular schedule after Jan. 1.

A DIRECT radio circuit from the United Press San Francisco bureau to editorial rooms of the Honolulu Advertiser, owner of KGU, is now in operation.

ARCHIE TAFT, owner of KOL, Seattle, has acquired KGY, Lacey, Wash., a 10 watter, purchased from St. Martins College, and plans to move it to Olympia, where he has formed the Olympia Broadcasting System, Inc.

RCA COMMUNICATIONS, INC., checked the frequency of WSYB, Rutland, Vt., Dec. 12, and reported it only 29 cycles high.

KFYR, Bismark, N. D., is maintaining its reputation for criminal apprehension. Two hours after a description of a stolen automobile had been broadcast, the sheriff recovered the car at Minot.

J. E. BRYAN, general manager of the Southwest Broadcasting Co., Fort Worth, has drawn up a striking business card. On the reverse side a map sketch shows the immediate coverage territory and location of the eight affiliated stations.

WMSG, New York, has removed its studios from 319 W. 49th St. (Madison Square Garden) to the studios of WBNX at 1100 E. 177th St., the Bronx. Both stations will use the WBNX transmitter, according to Arthur Isler, program director.

WBTM, Danville, Va., has designed a special card for listeners to send in when they especially enjoy a broadcast. The card is headed "Artists appreciate your applause. Always send a card."

B. A. ROLFE, former Lucky Strike orchestra leader, was heard Dec. 17 relayed by short waves from KGU, Honolulu, over the NBC-WJZ network. An American interpretation of real Hawaiian music was presented.

KMOX, St. Louis, has installed a new dynamic microphone to pick up the ten hourly programs of the St. Louis Symphony Orchestra each Sunday until latter February. Weighing but three and a half pounds, the new device is of the same type used for pickup of the Philadelphia Orchestra.

KMCS, Inglewood, Cal., will move station and studio to the Arcade Building, Los Angeles, with a gala opening early in January.

WHK, Cleveland, was asked recently by police to aid in locating four relatives of a dying man. Twenty minutes later the police department reported that all four had responded to the radio announcement.

PROGRAM NOTES

CHARLESTON, S. C., one of the oldest cities in the United States, was saluted by WLW, Cincinnati, Dec. 21, during the weekly "Fanfares" program.

CHARLES DE HARRACK, nationally known concert pianist, is heard each week-night at 10:45 over WHK, Cleveland, in a 5-minute spot program sponsored by Roberts & Company.

THE FOREST SERVICE of the U. S. Department of Agriculture on Jan. 7 will inaugurate a weekly series of dramatic episodes during the Farm and Home Hour carried over 45 NBC stations. The series will be heard each Thursday and will stress the experiences of foresters in controlling and preventing fires.

ADDRESSES by Alfred E. Smith, John W. Davis, and James M. Cox will be broadcast by NBC Jan. 8 beginning at 10 p. m. from the Jackson Day dinner at the Mayflower Hotel, Washington.

HUMANICS, a popular biology and psychology course, which Dr. George A. Cole has been broadcasting over KLO, Ogden, Utah, for the past year, is to be resumed on a daily basis under the sponsorship of a local store after the Christmas holidays. The talks contain much human interest material.

MILTON JAMES FERGUSON, chief librarian of Brooklyn, began a new Wednesday afternoon series of broadcasts called "Books, Old and New," over WOR, Newark, Dec. 23.

THE OHIO BELL Telephone Company chorus was presented for a second time by WHK, Cleveland, on Christmas eve. Christmas carols and other appropriate Yule music was presented under the direction of Charles D. Dawe. The broadcast is likely to become an annual event.

A TALK on personal hygiene from WTIC, Hartford, Dec. 27, marked the seventh anniversary of the first program broadcast by the station under the auspices of the Hartford Medical Society. Twice a week for seven years Hartford physicians, surgeons and representatives of city and state health organizations have used WTIC as a means of promoting the health of the community.

KFJF, Oklahoma City, calls its daily shopping hour the "Shoppers Express," which carries briefs of the day's local bargains for buyers.

KFWB, Hollywood, has replaced its former Cecil and Sally transcription series (now on NBC Pacific coast network as a "personal appearance" nightly), with "Growing Up," which depicts Mildred and Jimmy in a Young America series. Gay Seabrook, once with the Henry Duffy Players and in stock companies, takes the part of Mildred, and Emerson Treacy, with a similar stage background, takes the part of Jimmy.

MUSICAL programs eminating from the four remote control studios of WHBY, Green Bay, Wis., were converged at the central control board and broadcast simultaneously recently. Four theater organs—two in Green Bay, one in Appleton, and one in Menasha—played "Poet and Peasant Overture" in unison.

A "REPEAT" system has been adopted by WTIC, Hartford, in connection with its weekly dramatic broadcasts. Productions of the WTIC Playhouse, directed by Guy Hedlund, are presented each Wednesday evening and then are repeated on Thursday afternoon for those who missed the evening broadcast. A two-hour all-request revue also has been added to the schedules of WTIC. At the present time, Wednesday is the favored night.

KMPC, Beverly Hills, Cal., has inaugurated a daily feature called the "Women's Club Radio Hour" with music and talent provided by women's clubs in and around Los Angeles. The feature is part of the programs of the Pacific Coast Products League called by Lois Harrison, director of the league, "a non-profit organization to further the 'Patronize Your Home Manufacturers' campaign."

"THE FALL of the Ginsbergs" is the title of a new program over WGBS, New York.

A RATHER unique program is being sponsored through KFOR, Lincoln, Neb., by the Finance and Development Corp. of Lincoln. The glamor of the old Gold Rush days and news items dealing with the present activities in gold mining are the theme of the program. A string trio is featured in this twice weekly broadcast.

KMOX, St. Louis, has inaugurated a tri-weekly program known as "Tommy Talks." "Tommy," the gossiping office boy of KMOX, relates intimate facts about radio artists, including stars of network programs as well as local talent. Though radio fans seem not as eager as movie fans to know about their favorite artists, there has been considerable interest shown in the private lives, habits and hobbies of radio entertainers.

"KNIGHTS of the Range" is the title of a weekly program recently inaugurated by KOIL, Council Bluffs-Omaha. Sound props are used to reproduce the muffled lowing of the herd at night and the galloping of mounted cowpunchers. Mandolin, guitar and voice are used as the relief watch rests before the camp fire.

"EMPEROR D-17," mystery serial on KFI, Los Angeles, has been resumed by popular request although it is at present without a sponsor. Some 2,800 letters asked for its continuance after it was taken off the air a few weeks ago.

THE RONDOLIERS, of WGN, Chicago, have been playing together for 11 years. The personnel includes Armand Bulserett, violinist; Leon Benditzsky, pianist, and Leon Lichtenfeld, cellist.

THE NATIONAL League of Women Voters and NBC will inaugurate on Jan. 5 and will present each Tuesday from 8 to 8:30 p. m., EST, a feature entitled "Voters' Service," dealing with the general subject of "1932 and After." Both sides of political topics will be discussed.

NICK HARRIS, onetime Los Angeles police reporter and for more than 25 years operator of a private detective agency, has been doing a weekly program over KFI, Los Angeles, for ten years. During the past year he added KECA, Los Angeles, and now gives two programs a week.

GENE AND GLENN, NBC comedy team, claimed an endurance record for a single broadcast Dec. 21 after staging a program over WTAM, Cleveland, that lasted seven hours and two minutes. The broadcast was one of three presented in the interest of the Cleveland's Christmas Fund. The comedians worked 16 hours and 53 minutes in the three programs, and a total of $12,894.97 was realized.

CHRISTIAN KRIENS and his WTIC concert orchestra, Hartford, Conn., have become a weekly feature of the NBC-WEAF network. Their concerts, broadcast at 4 o'clock each Wednesday afternoon, are being transmitted by WEAF, WTAG, WGY, WBEN, WWJ, WJAR, WFBR, WIBO and WTAM.

KOMO, Seattle, opens the broadcast day at 6:55 a.m. with an inspirational message. Other programs start at 7 o'clock, and continue until 12:30 a.m. the next day.

THE KANSAS Federation of Women's clubs has again started to use WIBW, Topeka, for a weekly program on an evening schedule.

KMTR, Los Angeles, took a hint from the magazine "Ballyhoo" and on Nov. 30 staged a program lampooning its advertisers in friendly fashion.

G. E. Television Tested Along a Beam of Light

TELEVISION, transmitted experimentally on a beam of light, utilizing a wave length of but a billionth of a meter, was successfully demonstrated in Schenectady Dec. 22 in the General Electric laboratory by Dr. E. F. W. Alexanderson. This use of the ultra short waves, Dr. Alexanderson believes, opens the way to a new and valuable era in the art and promises to result in more distinct television pictures.

In the laboratory tests the pick-up device was of the conventional type such as used by Dr. Alexanderson in his previous television experiments. Instead of the electrical impulses being fed into a radio transmitter as heretofore, they were modulated into extremely high frequencies on a light beam from a high intensity arc. This beam was projected the length of the laboratory into a single photo-electric tube, which transposed the modulated light waves back into electrical waves. The electrical impulses reproduced the image by means of an ordinary television receiver.

First Political Account

THAT THE political parties intend to place their "accounts" with stations and networks in the usual way during the coming presidential campaign year, that is, through advertising agencies, was evidenced last week when the Democratic National Committee, with headquarters in the Empire State Bldg., New York, signed with CBS for 30 stations to carry its "Victory Campaign Dinner" Thursday, Jan. 14, from 9:15 to 9:30 p. m. This "key dinner" program is to include speeches by John W. Davis and Jouett Shouse. The agency handling the account is Jones & Barkley, Inc., New York.

Ballyhooey

KTM, LOS ANGELES, has inaugurated a nightly program known as "ballyhooey" in which parodies on all known, and some unknown, forms of radio advertising are aired, together with burlesques of some well-known radio broadcasts and announcers.

KMBC

helping the Advertiser ....CUT COSTS!

KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D".

MIDLAND BROADCASTING CO.
KANSAS CITY, MO.

ACTIONS OF THE
FEDERAL RADIO COMMISSION
DECEMBER 15 to DECEMBER 31 INCLUSIVE

Applications . . .

DECEMBER 15

W6XAH, Bakersfield, Cal.—Modification of CP for extension of time from 10-24-31 to 2-24-32. Visual broadcasting.

NEW, Charlotte, N. C., Wade H. Dellinger, for CP for 43000 to 46000, 48500 to 50300, 60000 to 80000 kc., 1550, 41000, 51400 kc., 75 w. Visual broadcasting.

DECEMBER 16

WAGM, Presque Isle, Me.—Modification of CP amended as to equipment and to request completion date extended to 1-20-32.

KARK, Little Rock, Ark.—Install automatic frequency control.

KCRC, Enid, Okla.—License to cover CP to move locally granted 7-21-31.

WBHS, Huntsville, Ala.—Extend completion date of CP to 2-3-32.

WBT, Charlotte, N. C.—Modification of CP requesting approval of present transmitter location for 25 kw. equipment.

NEW, Rapid City, S. D., Arthur E. Chapman and Claude R. Brand, for CP to use 1200 kc., 100 w., unlimited time except one-half hour daily for WCAT. Facilities of WCAT.

WJBL, Decatur, Ill.—License to cover CP to rebuild transmitter granted 12-4-31.

KTFI, Twin Falls, Idaho—Modification of license resubmitted amended to request change in frequency from 1320 kc. to 1240 kc. with present power, unlimited D. operation, one-half time night.

NEW, Clovis, N. M., W. E. Whitmore for CP to use 1370 kc., 100 w., share with KGFL.

KXL, Portland, Ore.—License to cover CP for new equipment granted 10-9-31.

KGY, Lacey, Wash.—Voluntary assignment of license to KGY, Inc.

Application Returned: WSIX, Springfield, Tenn.—Automatic frequency control.

DECEMBER 18

WHEC-WABO, Rochester, N. Y.—Voluntary assignment of license to WHEC, Inc.

WJAR, Providence, R. I.—Modification of license to increase D. power from 400 w. to 500 w.

WLAP, Louisville—License to cover CP granted 11-6-31 for change in equipment.

WDIX, Tupelo, Miss.—CP to move station from Tupelo to Texarkana, Ark., and change frequency from 1500 kc. to 1420 kc.

KGMP, Elk City, Okla.—Voluntary assignment of license to E. M. Woody.

KGMP, Elk City, Okla.—Move station locally and make changes in equipment.

WODX, Mobile, Ala.—Modification of license to change from 1410 kc. to 1340 kc., with unlimited time; facilities of WCOA.

NEW, Baton Rouge, La., Louisiana Broadcasting Co. for CP to use 1310 kc., 100 w., unlimited; facilities of KRMD and WTSL.

WRHM, Minneapolis—Modification of license amended to request unlimited time, instead of to increase hours only.

DECEMBER 19

W10XG, DeForest Radio Company, Portable—Modification of CP for extension of completion date to 2-25-32; visual broadcasting service.

DECEMBER 20

WNBO, Silver Haven, Pa.—CP to make changes in equipment.

KDFN, Casper, Wyo.—CP to make changes in equipment, change from 1210 kc. to 1440 kc., and increase power from 100 w. to 500 w.

KFGQ, Boone, Ia.—CP to make changes in equipment.

Applications Returned: WDAG, Amarillo, Tex.—Specified hours of operation. KGRS, Amarillo, Tex.—Specified hours of operation.

DECEMBER 22

NEW, The First National Television Corp., Kansas City, Mo.—CP for 2200 to 2300 kc., 500 w.; visual broadcasting service.

DECEMBER 23

KQV, Pittsburgh—Modification of license to change from sharing with WSMK at night to unlimited.

WCOA, Pensacola, Fla.—Voluntary assignment of license and CP to Pensacola Broadcasting Co.

NEW, Massena, Ia., I. D. Cornett and N. H. Yarger for CP to use 1240 kc., 50 w., D.; facilities of KTAT, WACO and WSPD.

KOAC, Corvallis, Ore.—Determine license power by direct measurement of antenna input.

KGEK, Yuma, Col.—License to cover CP granted 11-10-31 for change in equipment and increase in power to 100 w.

KROW, Oakland, Cal.—License to cover CP granted 9-1-31 for change in equipment .

Applications Returned: NEW, Shreveport Broadcasting Co., Shreveport, La.—CP on 1310 kc.; NEW, Louisiana Broadcasting Co., Baton Rouge—CP on 1310 kc.; NEW, Albert Rosenstein, Savannah, Ga.—CP on 1400 kc.; NEW, LaGrange Broadcasting Co., LaGrange, Ga.—CP on 1120 kc.; NEW, Richmond J. Morrow, Roseville, Cal.—CP on 1400 kc.

DECEMBER 24

NEW, Shreveport, La.—New CP for 1608 to 2080 kc., 100 w.; visual broadcasting service.

W9XD, Milwaukee—License covering CP for 4300-46000, 48500-50300, 60000-80000 kc., 500 w.; visual broadcasting service.

Application cancelled at request of Applicant: W2XCD,, Passaic, N. J.—Modification of license for change in frequency 16-17 in addition to 2000-2100 kc.; visual broadcasting service .

WBZ, Boston—License to cover CP issued 11-17-31 for 25 kw.

WPEN, Philadelphia—CP to make changes in equipment.

WNAX, Yankton, S. D.—CP to change equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. D.

Applications Returned: WJBL, Decatur, Ill.—Increase hours of operation; KGDM, Stockton, Cal.—Change from D. to limited time; NEW, Franklin Electric, Roseville, Cal.—CP on 1410 kc.

DECEMBER 29

W2XR, Long Island, N. Y.—Modification of license for change in frequency to 1600-1700, effective 2-1-32; visual broadcasting service.

DECEMBER 30

WCAU, Philadelphia—CP to move auxiliary transmitter from Byberry, Pa., to 1618 Chestnut St., Philadelphia.

WSFA, Montgomery—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. D., and to increase hours of operation from simultaneous D. operation, sharing at night with WODX, to unlimited. Facilities of station WODX are requested.

KFDY, Brookings, S. D.—Modification of CP granted 9-1-31, to extend the completion date on that CP from 2-21-31 to 1-5-32.

KGY, Olympia, Wash.—CP to move station from Lacey, Wash., to Olympia, Wash., install new equipment, and increase power from 10 w. to 100 w.

WCBS, Springfield, Ill.—CP to move transmitter and studio locally.

WTMJ, Milwaukee—Authority to install new frequency control unit.

Decisions . . .

DECEMBER 15

WRBL, Columbus, Ga.—Granted CP to change equipment to conform to requirements of G. O's 111, 115 and 116.

KELW, Burbank, Cal.—Granted CP to make changes in equipment to conform to G. O's 11, 115 and 116.

KXRO, Aberdeen, Wash.—Granted CP to install new transmitter, improvements to conform to G. O's 111, 115 and 116.

KOMO, Seattle, Wash.—Granted authority for direct measurement of antenna input in compliance with G. O. 115.

WJJD, Mooseheart, Ill.—Granted extension to Feb. 1, 1932, of special authorization to operate until 8:30 p.m., CST, with understanding that power of station will be reduced from 20 kw. to 10 kw. at 7 p.m., and that no further request will be made for operating time after 8:30 p.m.

WOS, Jefferson City, Mo.—Granted voluntary assignment of license to John D. Heiny.

Set For Hearing: WORC-WEPS, Worcester, Mass.—Requests CP to change frequency from 1200 to 1350 kc., and increase power from 100 to 250 w.; also to change equipment; facilities of WAWZ, WMSG, WBNX and WCDA; WAIU, Columbus, O.—Requests CP to change equipment and increase power from 500 w. to 1 kw.; KSMR, Bakersfie'd, Cal.—Requests modification of CP to change frequency from 1200 to 1310 kc.; WQBC, Vicksburg, Miss.—Requests modification of license to change frequency from 1360 kc. to 1430 kc., and hours of operation from D. only to unlimited; facilities of WNBR-WGBC.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

DECEMBER 18

KFQD, Anchorage, Alaska—Granted license covering new equipment; 1230 kc. 100 w., unlimited time.

KFJI, Astoria, Ore.—Granted permission to cease operation at 12 noon, PST, Dec. 24, and to move equipment to Klamath Falls, Ore. ,and to resume operation on new frequency at 7 a.m., PST, Jan. 1.

KGFX, Pierre, S. D.—Granted extension of completion date on modified CP, from Dec. 20, to Jan. 5.

W1XG, Shortwave and Television Corp. Portable—Granted visual broadcasting CP for increase in power from 30 to 200 w.

W9XA, Denver—Granted renewal of special experimental license.

W1XAU, Boston—Granted authority to change frequency prior to Feb. 1, from 1604 to 1550 kc.

WDEV, Waterbury, Vt.; WHFC, WKBI, WEHS, all of Cicero, Ill.—Granted renewal of licenses, 1420 kc. 100 w., exact hours to be specified in regular license.

Six months licenses were granted the following pending decisions on examiners' reports: WGBF, Glen Falls, N. Y.; WJBO, New Orleans; WLOE, Boston; WMBC, Detroit; WMBR, Tampa; WMPC, Lapeer, Mich.; WOPI, Bristol, Tenn.; WRAK, Williamsport, Pa.; WSVS, Buffalo; KGFK, Moorhead, Minn.; KGIZ, Grant City, Mo.; KGKB, Tyler, Tex.; KFUP, Denver, Col.; KGMP, Elk City, Okla.; KMED, Medford, Ore., and WHDL, Tupper Lake, N. Y.

KFQU, Holy City, Cal.—Granted renewal of license subject to further order of the Court of Appeals.

KGGC, San Francisco—Granted renewal of license, 1420 kc., 100 w., shares with KFQU as follows: KFQU, ⅙ time; KGGC, ⅙ time.

WLBX, Long Island City, N. Y.—Granted renewal of license, 1500 kc., 100 w., shares with WMIL, WWRL and WMBQ, pursuant to determination of this case in the Court of Appeals.

WMBQ and WMIL, Brooklyn, and WWRL, Woodside, L. I., issued licenses pursuant to determination of WLBX case in the Court of Appeals.

WMBA, Newport, R. I.—Granted renewal of license, 1500 kc., 100 w., unlimited time, in conformity with stay order in Court of Appeals.

WMBH, Joplin, Mo.—Granted renewal of license, 1420 kc., 100 w. night, 250 w. LS, with certain specified hours of operation.

Temporary licenses were granted following and applications were designated for hearing: WIBM, Jackson, Mich.; WJBK, Detroit; KOB, State College, N. M., and KFXY, Flagstaff, Ariz.

KFXJ, Grand Junction, Col.—Existing license further extended to Feb. 1, pending decision of the Commission on renewal application of KFUP.

WKBV, Connersville, Ind.—Existing license extended to Feb. 1, pending receipt and/or action on licensee's application for renewal.

Set For Hearing: NEW, Pillar of Fire, Cincinnati—CP, 1420 kc., 100 w., unlimited time; NEW, Dr. F. P. Cerniglia, Monroe, La.—CP, 1420 kc., 100 w., simultaneous D. operation with WJBO, sharing at night, (facilities of KMLB and portion of facilities of WJBO); WROL, Knoxville, Tenn.—CP to move transmitter locally in Knoxville; install new equipment; change frequency from 1310 to 1250 kc., and increase power from 100 to 250 w., (facilities of WSIX); WCGU, Brooklyn, N. Y.—Modification of license to increase hours of operation from sharing with WFOX, WLTH and WBBC, to sharing with WLTH and WBBC (the time formerly used by WFOX is to be shared between WCGU and WBBC only); WBBC, Brooklyn—Modification of license to increase hours of operation from sharing with WLTH, WCGU and WFOX to sharing with WLTH and WCGU, (sharing WFOX's time with WCGU when available); WJAY, Cleveland—Modification of license to change operating power from 500 w. to 250 w. night and 500 w. D., and change hours of operation from D. to unlimited.

WAPI, Auburn, Ala.—Denied permission to extend for 90 days the period of time for furnishing data showing the proposed site and commencement of construction.

NEW, Muskegon, Mich., W. O. Ormes and H. T. Graham for CP, 1310 kc., 50 w., unlimited time; dismissed at applicant's request.

Applications for facilities of following stations withdrawn: KFYO, Abilene, Tex.; KFXR, Oklahoma City; KFJZ, Fort Worth; KABC, San Antonio.

KFH, Wichita, Kans., (Ex. Rep. 239)—Granted modification of license changing hours of operation from dividing with WOQ to unlimited, on 1300 kc., 1 kw., reversing Examiner Hyde.

WOQ, Kansas City, Mo. (Ex. Rep. 235)—Denied consent to assignment of station license to Fairfax Broadcasting Co., reversing Examiner Hyde.

WNBW, Carbondale, Pa. (Ex. Rep. 246)—Granted renewal of license, 1200 kc., 10 w., unlimited time, sustaining Examiner Yost.

WMAK, Buffalo, N. Y. (Ex. Rep. 258)—Denied renewal of license, 1040 kc., 1 kw., limited time, sustaining Examiner Walker.

KLRA, Little Rock, Ark. (Ex. Rep. 273)—Granted renewal and modification of license, 1390 kc., 1 kw., three-fourths time, share with KUOA, sustaining Examiner Walker.

KUOA, Fayetteville, Ark.—Granted renewal of license, 1390 kc., 1 kw., one-fourth time, share with KLRA, sustaining Examiner Walker.

WIBG, Elkins Park, Pa. (Ex. Rep. 274)—Granted renewal of license, 930 kc., 25 w. D. hours, sustaining Examiner Hyde.

KGIZ, Grant City, Mo. (Ex. Rep. 275)—Granted renewal of license, 1500 kc., 100 w., unlimited time, sustaining Examiner Pratt.

NEW, Indiana's Community Broadcasting Corp., Hartford City, Ind. (Ex. Rep. 276)—Denied applications for visual broadcast and portable stations, sustaining Examiner Yost.

NEW, Pilot Radio & Tube Corp., Lawrence, Mass. (Ex. Rep. 278)—Denied CP for experimental visual broadcasting station, sustaining Examiner Pratt.

KFPL, Dublin, Tex.—Application for renewal of license, which was designated for hearing because of violation of G. O. 105, withdrawn from docket and license granted.

WFLA-WSUN, Clearwater, Fla.—See complete story in this issue.

DECEMBER 22

WDIX, Tupelo, Miss.—Granted CP to move studio and transmitter from Tupelo to Texarkana, Ark., and change frequency from 1500 to 1420 kc.

WAGM, Presque Isle, Me.—Granted modification of CP to make changes in equipment and extend completion date to Jan. 20.

WIBG, Elkins Park, Pa.—Granted consent to voluntary assignment of license to WIBG, Inc.

WBTM, Danville, Va.—Granted consent to voluntary assignment of license to Piedmont Broadcasting Corp. to become effective Jan. 1, when renewals expire.

WWSW, Pittsburgh—Granted consent to voluntary assignment of license to Walker and Downing Radio Corp. effective Jan. 1.

WRDO, Augusta, Me.—Granted ten-day extension of time in which to complete construction.

WHA, Madison, Wis.—Granted authority to operate until 5:45 p.m., CST, Feb. 14, in order to broadcast a meeting of the inter-church counsel in the interest of world peace.

WLAP, Louisville—Granted permission to operate after midnight on 1010 kc., with 250 w., to make antenna tests and experiments. (Hearing on 1010 kc. extended 60 days).

WPCH, New York—Granted permission to broadcast its programs through WNYC for seven days.

KFDY, Brookings, S. D.—Granted extension of completion date to Jan. 5.

KMLB, Monroe, La.—Granted consent to voluntary assignment of license to Liner's Broadcasting Station, Inc.

KGFW, Kearney, Neb.—Granted license covering changes in equipment and moving transmitter, 1310 kc., 100 w., unlimited time.

WTJS, Jackson, Tenn.—Granted renewal of license, 1310 kc., 100 w., 250 w. LS, unlimited time.

KPJM, Prescott, Ariz.—Granted authority to install automatic frequency control.

KLO, Ogden, Utah—Granted consent to voluntary assignment of license to Interstate Broadcasting Corp.

W10XAO and W10XAL, National Broadcasting Co., Inc., Portable—Granted renewal of special experimental licenses.

KFIZ, Fond de Lac, Wis.—Granted renewal of license, 1420 kc., 100 w., certain specified hours of operation instead of unlimited.

WMBO, Auburn, N. Y.—Granted temporary license subject to outcome of investigation and decision thereon with respect to ownership and operation of station.

WGL, Ft. Wayne, Ind.—Granted temporary license and designated application for hearing.

WCBM, Baltimore—Granted renewal of license pursuant to and in conformity with a mandate of the Supreme Court of D. C. rendered June 23, 1930.

Set For Hearing: KWEA, Shreveport, La.—Requests CP to make changes in equipment reducing maximum rated power of equipment from 250 to 100 w., and move transmitter and studio to Baton Rouge, La.; NEW, WNAT Broadcasting Co., Natchez, Miss.—Requests CP, 1500 kc., 100 w., unlimited time, facilities of KGMP in terms of quota units; NEW, Sayles & Stewart, Gillette, Wyo.—Requests CP, 1310 kc., 100 w., 6 to 10 p.m., facilities of KDYL; WTAG, Worcester, Mass.—Requests CP to make changes in equipment increasing maximum rated power of equipment from 250 w. to 1 kw., and increasing D. power to 500 w.; NEW, Granite State Broadcasting Corp., Portsmouth, N. H.—Requests CP, 1310 kc., 100 w., share with WKAV.

KFUO, Clayton, Mo. (Ex. Rep. 268)—Denied modification of license to increase power to 1 kw., sustaining Examiner Walker.

NEW, Ohio Broadcasting Corp., Cleveland (Ex. Rep. 277)—Denied CP for new station to operate on 1210 kc., 100 w., unlimited time, sustaining Examiner Walker.

WLAR, Zanesville, O.—Denied consent to voluntary assignment of license to Akron Broadcasting Corp., sustaining Examiner Walker.

NEW, Akron Broadcasting Corp., Akron, O.—Denied CP to move studio and transmitter of WALR from Zanesville to Akron, sustaining Examiner Walker.

NEW, Zanesville Radio Broadcasting Corp., Zanesville, O.—Granted leave to withdraw application for CP, sustaining Examiner Walker.

NEW, Charles L. Fower, Macon, Mo. (Ex. Rep. 284)—Denied CP for new station 1210 kc., 100 w., unlimited time, sustaining Examiner Pratt.

WNBW, Carbondale, Pa. (Ex. Rep. 246)—Action taken on Dec. 18 reconsidered and case remanded to hearing docket for additional data.

KFPL, Dublin, Tex.—Application for renewal of license, heretofore set for hearing to be held Jan. 5, withdrawn, and license granted.

WABC, New York—Denied petition to reconsider action of the Commission taken Dec. 4, denying the application for a booster station in Washington.

WMBA, Newport, R. I.—Denied petition that the Commission reconsider its action denying a renewal of license.

KGCU, Mandan, N. D.—Application for renewal, heretofore set for hearing, cancelled because station now has CP to operate on different frequencies with increased power, sharing with KLPM.

WASH, Grand Rapids, Mich.—Granted consent to assignment of license to Kunsky-Trendle Broadcasting Corp. (the present licensee of WOOD, with which station WASH now shares time.) The renewal applications for these stations withdrawn from hearing docket and licenses granted.

KGKX, Sand Point, Idaho—Granted consent to assign license to W. W. Von Cannon.

WAPI, Birmingham—Denied application for extension of commencement date of CP for 50 kw. transmitter.

WOPI, Bristol, Tenn.—Granted renewal of license. Application for its facilities were withdrawn and station now operates 12 hours daily.

Examiner's Reports . . .

WSCH, Portland, Me.—Examiner Pratt recommended (Report 305; Docket 1253) that application for modification of license so as to increase power from 1 kw. to 1 kw., 2½ kw. LS, be denied on the ground that interference would result and Maine quota would be exceeded.

NEW, Parkersburg, W. Va.—Examiner Hyde recommended (Report 306; Docket 1345) that application of Parkersburg Board of Commerce for CP to use 1310 kc., 100 w., unlimited, be denied on the grounds that state is near quota, that applicant is without adequate resources and that interference would result.

WMBR, Tampa, Fla.—Examiner Walker recommended (Report 307; Dockets 1282 and 1305) that station's license be renewed and that application of Americus Broadcasting Co., Americus, Ga., for CP to use 1420 kc., 50 w., unlimited, be denied .

KGFX, Pierre, S. D.—Examiner Hyde recommended (Report 308; Dockets 1332 and 1401) that application for renewal of license, requested by Radio Commission, be dismissed and that application of Capital City Broadcasters Co., of Pierre, for D. operation on 590 kc. be denied. KGFX's license does not expire until March 1, 1932.

NEW, Big Spring, Tex.—Application of Vernon Taylor Anderson for new station on 1300 kc. with 100 w., to share with KFPM, Greenville, Tex., and application of KFPM for renewal of license on 1310 kc., 15 w., unlimited time. Examiner Walker recommended denial of Anderson application, and renewal of KFPM be granted for one-fourth time and be denied insofar as it requests unlimited time. (Doocket No. 1392, Report No. 309).

KMA, Shenandoah, Ia.—Examiner Pratt recommended (Docket No. 1316, Report No. 310) that application for assignment to 710 kc., 150 w., D., be denied and station be retained on 930 kc., 500 w., 1 kw. LS. Examiner found change would deprive Shenandoah of nighttime service from station, and that past operation of KMA, primarily as an adjunct of applicant's private business, has not been such as to warrant granting of improved facilities.

WLVA, Lynchburg, Va., and WLBG, Petersburg, Va.—Chief Examiner Yost recommended (Docket Nos. 1285 and 1286, Report No. 311) that application of WLVA for WLBG's facilities on 1200 kc., 100 w., night, 250 w. L. S., unlimited time, be denied, and that latter station be given renewal of license on present facility. WLVA now as signed 1370 kc., 100 w., sharing with WBTM, Danville, Va.

NEW, Minneapolis, Minn.—Application of George W. Young (owner WDGY) for experimental television station on 2,000-2,100 kc. with 500 w., and operation from 6 a. m. to 12 p. m., recommended for denial by Examiner Walker (Docket No. 1425, Report No. 312.) Examiner held applicant has not shown well defined program of research which may reasonably be expected to advance or improve television art.

Washington Visitors*

David Sarnoff, RCA, New York.
M. H. Aylesworth, NBC, New York.
Edgar L. Bill, WMBD, Peoria, Ill.
Bond Geddes, Radio Manufacturers Association, New York.
Loyd A. Briggs & H. H. Beveridge, RCA Communications, Inc., New York.
Lloyd Espenschied and L. E. Whittemore, A. T. & T., New York.
Haraden Pratt, Mackey Radio & Telegraph Co., New York.
T. M. Stevens, Radiomarine, New York.
Dr. William Wilson, Bell Laboratories, New York.
C. R. Clements, WSM, Nashville.
James F. Hopkins, WJBK, Detroit.
O. H. Caldwell, McGraw-Hill, New York.
Clem F. Wade, Western Television, Chicago.
Col. E. J. Stackpole, WHP, Harrisburg.
Alexander Maitland and M. B. Lowe, WLBF, Kansas City.
Wyatt Aiken, WIS, Columbia, S. C.
Alfred Crossley, Princeton, N. J.
Frank Mullen, NBC, Chicago.
Kenyon Stevenson, Armstrong Cork Co., Lancaster, Pa.
Levering Tyson, New York City.
A. W. Lehman, Association of National Advertisers, New York.

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *December 15-30.*

The RADIO BOOKSHELF

(Continued from page 22)

to compile legal, scientific and economic facts, as well as information on the present status of educational broadcasting, and comprehensive reports were presented to the first annual assembly held last May.

For the most part, the reports are advisory and impartial in tone. However, Joy Elmer Morgan, of the National Education Association, who is chairman of the National Committee on Education by Radio (not affiliated with the National Advisory Council on Radio in Education) in his address on "Education's Rights on the Air," tolerates no compromise with commercial interests, and condemns the present status of the broadcasting industry as a colossal example of "mismanagement and lack of vision." Speaking from the standpoint of an educator, and also representing the National Association of Broadcasters, Henry A. Bellows, CBS vice president, gives a rational and pertinent discourse on the relationship and mutual dependence of educational and commercial broadcasting, and states that there could be no greater disaster than a divorce between the two.

Commercial broadcasters bitterly oppose the attempt on the part of educators to secure allocation of 15 per cent of the channels for educational broadcasting, as proposed in the Fess bill in Congress sponsored by Mr. Morgan's organization but not supported by Mr. Tyson's. The most plausible solution to the contentions of both Education and Commerce appears to be the setting aside for educational purposes a proportion of time allocated to stations on all channels.—LAURA SMITH.

PRESENTING facts and figures designed to provide "a foundation for the correct interpretation of studies and surveys dealing with the variables in radio station coverage," National Broadcasting Company has issued an elaborate 96-page volume titled "NBC Markets." It is one of the most carefully worked out economic analyses of the leading sales territories in the United States, in their relation to radio stations, ever produced. Fully indexed and annotated, it is designed "to fill the need for a study which presents not only the important facts regarding radio station themselves—such as power, programs, location and ownership—but also those economic guideposts that reveal the sales possibilities of the territories in which the stations are located."

The first section contains a general summary of the nation-wide NBC networks, with maps in full color and complete statistical tables. This is followed by sections dealing with the basic networks and supplementary groups in turn. Each section carries a general summary sheet telling the story of each group in brief, and for each individual territory there is a sheet containing a large-scale county outline map of the arbitrary service area; tabulated facts regarding ownership, power, wave, hours, etc.; a brief summary of the station's technical history; a condensed economic review of the territory in the station's service range, and specific data on population, homes, receiving sets, telephones, cars, income tax returns, manufacturers, value of products, wage earners, number and value of farms, value of land and buildings and value of farm machinery.

This is an exhaustive study, valuable alike to station managements and those who place accounts with stations. It is loose leaf, so that later addenda may be made. It is essentially intended to show that "stations which comprise the NBC networks are strategically located to provide the best available service throughout the population centers of the United States," but as a market analysis it goes far beyond that simple scope.

Radio vs. Newspaper "Circulation"

Editor & Publisher Interprets Radio Census Figures to Own Convenience; Here's How We See Them

COMPARISONS usually are odious, and never are they more so than when figures are interpreted to prove a point. For figures can be juggled to tell almost any kind of story. Witness the comparison by our worthy contemporary, EDITOR & PUBLISHER, which in its issue of Dec. 12 lists the U. S. Census Bureau's recent census of radios in American homes as of April 1, 1930, against its own estimates of average newspaper circulation figures for the six months ending March 31, 1931.

Alongside the radio census figures for each state—now exactly 21 months old—EDITOR & PUBLISHER lists daily circulations of morning and evening newspapers in the same states. Then it compares the totals for the United States. Whereas the number of families reporting the ownership of radios in the official census was 12,078,345, the morning circulations of daily newspapers alone are averaged as 14,001,936 while afternoon circulations are given as 24,532,317.

Thus morning and afternoon newspapers were said to issue 38,534,253 paid copies daily —more than thrice the number of homes having one or more radios.

3,723,275 Radios Added

ASIDE from the fact that reliable estimates of the number of new homes added to the radio audience in the 21 months since the census was taken are placed at 3,723,275 to bring the total of American homes with radios to 15,801,620 to date; aside from the well-known inadequacies of the official census count; aside from our own hesitancy to make comparisons between two media that by their inherent nature should be cooperative rather than competitive—leaving aside all these, let us take another look at these figures.

What EDITOR & PUBLISHER failed to include in its listing and comment was the column in the official Census Bureau release showing an average of 4.1 persons per family in the United States. With 12,078,345 owning radios, the 4.1 average may be used as a multiplier to compute total potential audience. Thus we get a total radio "circulation" of 49,521,214.5 as of 21 months ago.

That figure, we believe bulks quite large against the figure for paid newspaper circulation, dated one year later. We concede that more than one person per family reads its newspaper but practically all members of the family hear its radio. We submit, however, that the radio audience figure, far from showing radio's lacks, shows its tremendous infiltration into American home life—an accomplishment of little more than a decade! We might mention, too, that radio is heard by all the family at the same time (its advertising announcements, one at a time, by the combined family circle, too) whereas only one person can read a newspaper at a time. And that single person can select or reject his reading matter.

News Circulation Duplicates

THE FACT also remains that there is duplicated delivery of various editions of morning and evening newspapers into the same homes in many millions of cases. But let the figures stand: 38,534,253 paid daily circulation of newspapers as of March 31, 1931, and 49,521,214.5 persons in the radio adience as of April 1, 1930.

To the latter figures, in fairness to radio, should be added 3,723,274 times 4.1 more audience, or 15,265,427.5 more persons, to bring the audience to date. That means: newspaper circulation nine months ago, 39,534,253 (with we doubt very many additions since then); radio audience as of Dec. 1, last, 64,786,624.

Of course, there are a multitude of variables in radio audience—popularity of programs, time of day, seasonal habits of listeners, etc. There are variations, too, in newspaper circulation, we understand. Again we say we don't like comparisons, but we don't like misinterpretations of figures by omissions either.

As for EDITOR & PUBLISHER'S well-known attitude toward radio—though radio, if the truth were told, has been a larger builder of circulation and lineage for the intelligent publishers who have used radio and could be used even more to that end—how does our worthy contemporary reconcile its consistent deprecation of broadcasting and its interpretation of the radio census with the pointed paragraph by a writer in that same Dec. 12 issue? The writer, William Nelson Taft, editorial director of the Retail Ledger Publications, makes this sound suggestion:

More Business Ahead

"THE NEXT time a radio dealer gets down in the dumps and says something to the effect that 'everybody has a radio these days, so there's no sense in advertising them,' quote the Census Bureau figures, just released, which show that only 40 families out of every hundred in the United States have receiving sets.

"Even in New Jersey, which boasts the largest per capita radio ownership in the country, only 63.3 per cent of the families own sets while, in South Carolina, the figure falls to 7.6 per cent of the families, and in Mississippi, to 5.4 per cent. And so the radio market has a long way to travel before it gets within hailing distance of the saturation point."

True, though we might mention here that the figure is better than 50 per cent for the country as a whole today due to the additions in the 21 months intervening since the radio census was taken. But all power to the newspapers that go after this business. To them we might also quote RADIO RETAILING'S estimate that there is a replacement market for new radios in 8,000,000 homes today and that the replacement market continuingly should account for a minimum of 50 per cent of all future radio sales. That means good business for everybody—manufacturers, dealers, newspapers carrying their advertising and broadcasters serving those sets. No shortsighted view of radio will down these facts.

ANYONE whose affairs are touched by government activities—and the radio industry is by no means the only one which has to keep a weather eye cocked on Washington—now has a means of knowing the exact "what and when" of Federal and many state actions affecting it. The UNITED STATES DAILY has just published its 1930-1931 Index and Digest and the current volume recently issued presents in striking fashion a wealth of information which is by no means limited to mere references. Touching everything from "abrasives" to "zoos" and including subjects on every business man's agenda—there are 42 pages bearing directly on radio alone—this valuable book ought to save many an argument, letter or period of research to say nothing of possible railroad fares or litigation. It is available from The United States Daily Publishing Corporation, Washington, and costs $15; $20 on rag.

Blames Broadcasters

(From ADVERTISING & SELLING, Nov. 25)

THE ADVERTISER bears the brunt of the criticism of lack of constructiveness in American radio programs. Educational foundations issue frequent comparisons between the British and the American broadcasting systems. The advertiser, however, should not be held responsible for the lack of constructive features of an informational character. It has always been a marvel to me that the advertiser has recognized the service value of the medium to the extent that he has. It has been the advertiser who has furnished practically all of the so-called educational features, such as analysis of the news by competent critics, music appreciation hours, educational programs and women's hours. Developing this phase of broadcasting, however, is not the advertiser's function, per se: his sole duty is to find the program appeal which has the widest following among his prospective purchasers. The elevation of program standards to where they win universal respect is the duty of the broadcasting station and the network management. If there is ground for criticism, it should be leveled at broadcasters who have elected to sell almost every second of time in the medium rather than to build up its constructive possibilities. The editorial responsibility has been passed by the proprietors of broadcasting on the shoulders of the advertiser through a false but well-established precedent—EDGAR FELIX.

Sees Federal Censorship

(From the CALIFORNIA BROADCASTER, Nov. 22)

RADIO programs sponsored by advertisers who pay the bills, and radio newscasts, are definite features that will always stay upon the air.

Despite the frantic efforts of certain newspaper groups; despite reams of figures compiled to prove that the public is tired of radio advertising, never did listen to it or couldn't listen to it if they did want to; despite the exaggerated misstatements of biased publishers in open meeting; and despite the employment of expensive lobbys and the tremendous political pressure brought to bear upon congress, radio will continue its upward climb until it reaches the pedestal of America's premier advertising medium.

As well try to put our country back upon its nineteenth century basis of horsepower. As well attempt to outlaw electric lights and electric power. Radio is a new force, it is tremendous advance over any other means of communication or spot news. It is a facility the people want, and what people want they get. And they will have it as they want it—not as the politicians believe they should have it.

Every great improvement has been met with ridicule, opposition and detraction. Yet every improvement worth while has consistently gone forward until even the most reactionary old fogy has come to embrace it as a necessity.

During the past 10 days publishers from all over America have been in session in Los Angeles and San Francisco. Radio and radio advertising have been discussed in detail by many successful publicists. These groups adopted resolutions that radio should be under federal supervisors and that programs should be censored. Whereas if the facts in the matter are really faced, we find that our radio stations have regulations and a code of ethics, and are more careful of the "copy" put on the air over their channels than are our daily papers. They have to be, because they are only licensed for 90-day periods at a time. Any step not in the public interest might cause the loss of their license.

As for air news, and competition to publication of news, radio will not take the place of the printed word. Spot news, yes; but spot news, by its very brevity will but whet the curiosity of the listener and drive him to the newspaper for details unavailable from the broadcast.

The press, in fighting radio, is striking at the source of the public's greatest entertainment. If, as certain press grouns seem to think, radio is usurping their advertising privileges, they will eventually have to fall back and let radio march on.

XUM

IN EVERY SECTION OF NEW ENGLAND

WBZ-WBZA GIVE YOU AN AUDIENCE

IT is a fact that the synchronized stations WBZ-WBZA are the only stations having an audience in every trading area in New England.

It is a fact, too, that through no other channel can you reach a group of listeners as representative of the New England market as the WBZ-WBZA audience.

These facts were recently established by the application of the Westinghouse Yardstick of Audience Value to the radio audiences in 108 cities and towns throughout New England.

In this territory, alone, the daily average audience of Westinghouse Radio Stations WBZ-WBZA is more than 421,000—a vast audience and a vast market, representing all the trading areas in New England.

Write, 'phone or wire any one of our offices listed below, for facts about Westinghouse Radio Station audiences—facts that will permit greater accuracy in the distribution of your broadcast advertising effort, and in the coordination of your sales activity with broadcast advertising.

BROADCAST ADVERTISING—A PRIMARY ADVERTISING FORCE

WESTINGHOUSE RADIO STATIONS

WBZ-WBZA	KDKA	KYW-KFKX
990 Kilocycles	980 Kilocycles	1020 Kilocycles
Boston, Mass., Hotel Bradford Springfield, Mass., Hotel Kimball	——COMMERCIAL OFFICES—— Pittsburgh, Pa., Hotel William Penn	New York, N. Y., 50 E. 42nd St. Chicago, Ill., 1012 Wrigley Bldg.

Built His Program for Town of 25,000

Elwood Says Networks Strive for Local Point of View

John W. Elwood

MUTUAL understanding of the respective needs of independent stations and the networks alike in program building is viewed as essential by John W. Elwood, vice president of the National Broadcasting Company. In an interview Mr. Elwood declared that all programs should be acceptable to the average small town resident, regardless of the place of origin. Programs that are not suited for local audiences are "no good" for the networks, he said.

"The national chains," declared Mr. Elwood, "are trying to the best of their ability to furnish a sound editorial policy which will be successful nationally. The local station manager should try to get a national point of view, and it is also equally important that the national program manager should try to have an appreciation of the problems of the local manager."

Program building of necessity has been a rather slow proc ss, the NBC executive asserted, with the changes dictated by listener reaction. He pointed out that when symphony orchestras first were introduced on the air, there was general complaint about too much of this type of music. The demand then was for jazz dance music.

"Now," he said, "the demand is for more and more symphony music. Walter Damrosch, I believe, is responsible for most of that sentiment. He made music live for the average person."

A pioneer in network radio, Mr. Elwood was program manager of NBC in its early days. He is responsible for the creation of many of NBC's first programs and is now supervising general program activities of the network. His latest accomplishment was the arrangement, in collaboration with Levering Tyson, Director of the National Advisory Council on Radio in Education, of the new educational series over NBC's Red network, which began Oct. 17.

"When I was program manager," Mr. Elwood declared, "I always tried to build programs that would be acceptable to towns of 25,000 inhabitants and under, but using the talent from the great centers, where talent congregates, and over which the broadcasters have no control."

Mr. Elwood said he has definitely reached the conclusion that there is a place for the "specialist" on the air. Programs of particular appeal to a limited number of the audience must be offered in a well-rounded station schedule. For example, he declared the NBC has received amazing response from the 15-minute talks of Merle Thorpe, editor of Nation's Business, although his audience unquestionably is restricted to listeners who are interested in business.

"I believe that we must put some of the things on the air that part of the people don't want all of the time."

Rabbit Outdoes Cat

A RABBIT came to the rescue when a cat fell down on the job of making hens cackle for the Pratt's Experimental Farm program, broadcast at 1 p. m. every Thursday over WCAU, Philadelphia, and the CBS network. Walter Keller and Charles P. Schoffner, confronted with the problem of making the hens cackle when the continuity for the program called for this sound effect, first put a cat in the chicken coop. The hens, being farm bred, were undisturbed. Then Keller suggested trying a rabbit. Thereafter the hens cackled whenever the intruder appeared.

Sponsors Back Foreign Language Radio Feature

FOREIGN language commercial broadcasts have been inaugurated with considerable success by KROW, Oakland, Cal. A Portuguese program with a master of ceremonies, songs and dramatic skits and music all from the homeland, brought such a spontaneous response that W. A. Miller, station manager, presented programs in Spanish, Italian and Slavonic languages.

While many of the sponsors are of the same nationality as the audience they try to reach, many business houses are said to be realizing the opportunity offered to widen their markets.

Some of the firms which have sponsored the programs are: Liggett and Myers, Chesterfield cigarettes; Lusitania Corporation, building and loan; S. A. Folger & Co., coffee, tea, and spices; General Steamship Co.; La Vida Water Co.; Pabst Laboratories.

Canada's Sets Mount

THAT CANADA'S radio sets number well beyond the half million mark—possibly exceed 1,000,000—is indicated by trade reports showing that 223,228 receiving sets valued at 22,776,000 were produced in Canadian factories, centered largely around Toronto, during 1930. At the same time, Department of Commerce reports show Canada continuing as one of the leading importers of American radio apparatus. In 1929, Canadian production alone was valued at $20,775,000.

Reports from the Dominion Department of Marine, which has charge of radio, show that about 500,000 set owners have paid the $1 annual license fee. It is well known, however, that many thousands of Canadians do not pay the fee since the government is not very strict on collections.

New Station Appeal

AN APPEAL from the decision of the Federal Radio Commission denying the application of A. B. Murray and T. P. Singletary for a new 100 watt station at Baton Rouge, La., on 1500 kc. with unlimited time, was filed in the Court of Appeals of the District of Columbia Dec. 11 by John M. Littlepage, counsel. The appeal alleges that the Commission's decision was erroneous because Baton Rouge is not now adequately served, and because the Commission failed to defer action until pending litigation in the Court of Appeals had been adjudicated.

WHO Gets New Home

THE CENTRAL Broadcasting Company, owner of WHO, Des Moines, was scheduled to move the latter part of December into new studios in the Stone Musical Company Building, located in the heart of Des Moines. A new suite of offices, audition rooms, larger studios, an auditorium, control rooms and a musicians' lounge will constitute what is said to be one of the finest station headquarters in the Middle West.

Transmitter Replaced

KXRO, Aberdeen, Wash., is back on the air with a new transmitting plant following a disastrous fire on Nov. 22 which entirely destroyed its transmitter. The station was off the air for three days and was enabled to resume operation only when a group of amateurs pieced together a 50-watt transmitter. A new 12-A Western Electric transmitter, together with speech input equipment, now has been installed.

Microphones Stolen

BURGLARS entered the First Presbyterian Church of Hollywood, Cal., a few nights before Christmas and made away with three microphones valued at $1040., according to reports made by Pastor Stewart McLennan to the police. The church has a remote control connection to KNX, Hollywood, Sunday night and special events broadcast.

IN THE SPIRIT of THE SEASON

KFH extends the sincere gratitude of its great audience, and that of its management, to the Federal Radio Commission for its action in awarding this station "full time."

By this action we will be afforded an even greater opportunity to adequately serve the listeners of a vast territory, otherwise inadequately served.

We pledge ourselves to ever strive to merit the confidence thus implied.

Crowded time schedules will be relieved to the extent that there will be available a few choice periods for shrewd advertisers who wish to avail themselves of the unusual facilities provided by this station.

KFH WICHITA, KANSAS

153 Stations Make Radio Honor Roll

Unprecedented Number Keep Within 50-cycle Limit

SHOWING constant improvement, 153 stations made the 50-cycle honor roll during November, representing 40 per cent of the aggregate of 381 stations measured, according to an announcement Dec. 24 by the Radio Division, Department of Commerce. Of the remainder, 86, or 22.5 per cent deviated less than 100 cycles, 76 or 20 per cent deviated less than 200 cycles, and the remaining 68 or 17.5 per cent more than 200 cycles.

The measurements indicate that more and more stations are preparing for the new 50-cycle deviation regulation, which becomes effective in June, by the installation of new precise frequency apparatus. Now the permissible deviaton is 500 cycles plus and minus. Following are the stations listed in the first two groups:

LESS THAN 50 CYCLES

KELW, Burbank, Cal.; KFAB, Lincoln, Neb.; KFAC, Los Angeles; KFBK, Sacramento, Cal.; KFDM, Beaumont, Tex.; KFEL, Denver; KFEQ, St. Joseph, Mo.; KFI, Los Angeles; KFJI, Astoria, Ore.; KFKX-KYW, Chicago; KFLV, Rockford, Ill.; KFOR, Lincoln, Neb.; KFPY, Spokane, Wash.; KFQU, Alma-Holy City, Cal.; KFSG, Los Angeles; KFUO, Clayton, Mo.; KFVD, Culver City, Cal.; KFWB, Hollywood; KFXF, Denver; KFYR, Bismarck, N. D.; KGB, San Diego, Cal.; KGBZ, York, Neb.; KGEF, Los Angeles; KGER, Long Beach, Cal.; KGFJ, Los Angeles; KGIZ, Grant City, Mo.; KGNO, Dodge City, Ia.; KGO, San Francisco; KGW, Portland, Ore.; KHQ, Spokane, Wash.; KLX, Oakland, Cal.; KLZ, Denver; KMED, Medford, Ore.; KMJ, Fresno, Cal.; KMO, Tacoma, Wash.; KMOX, St. Louis; KMPC, Beverly Hills, Cal.; KMTR, Los Angeles; KOAC, Corvallis, Ore.; KOIL, Council Bluffs, Ia.; KOMO, Seattle; KOY, Phoenix, Ariz.; KPO, San Francisco; KPPC, Pasadena, Cal.; KRLD, Dallas, Tex.; KRMD, Shreveport, La.; KSAC, Manhattan, Kans.; KSD, St. Louis; KSL, Salt Lake City; KSO, Clarinda, Ia.; KSTP, St. Paul; KTAR, Phoenix, Ariz.; KTBR, Portland, Ore.; KTBS, Shreveport, La.; KTM, Los Angeles; KTRH, Houston; KTSM, El Paso; KVOO, Tulsa, Okla.; KVOS, Bellingham, Wash.; KWKH, Shreveport; KWLC, Decorah, Ia.; KXA, Seattle; WAAB, Lexington, Mass.; WAAF, Chicago; WAPI, Birmingham; WASH, Grand Rapids, Mich.; WBAA, West Lafayette, Ind.; WBAK, Harrisburg, Pa.; WBBM, Chicago; WBEN, Buffalo; WBEO, Marquette, Mich.; WBSO, Needham, Mass.; WBT, Charlotte, N. C.; WBZ-WBZA, Boston; WCAM, Camden, N. J.; WCAO, Baltimore; WCBM, Baltimore; WCCO, Minneapolis; WCFL, Chicago; WCKY, Covington, Ky.; WCSH, Portland, Me.; WDAE, Tampa, Fla.; WDBJ, Roanoke, Va.; WDEL, Wilmington, Del.; WDOD, Chattanooga; WDRC, Hartford, Conn.; WEAI, Ithaca, N. Y.; WEAN, Providence, R. I.; WEDC, Chicago; WEEI, Boston; WENR, Chicago; WEVD, New York; WFAA, Dallas; WFBL, Syracuse; WFI, Philadelphia; WGCM, Gulfport, Miss.; WGES, Chicago; WGN, Chicago; WGR, Buffalo; WGY, Schenectady; WHAM, Rochester; WHAS, Louisville; WHAZ, Troy, N. Y.; WHB, Kansas City; WHDH, Boston; WHN, New York; WHO, Des Moines; WIBO, Chicago; WIBW, Topeka, Kans.; WILL, Urbana, Ill.; WILM, Wilmington, Del.; WISN, Milwaukee, Wis.; WJAG, Norfolk, Neb.; WJAX, Jacksonville, Fla.; WJBO, New Orleans; WJMS, Ironwood, Mich.; WJZ, New York; WKBF, Indianapolis; WKBH, La Crosse, Wis.; WKRC, Cincinnati; WKZO, Kalamazoo, Mich.; WLAP, Louisville; WLBZ, Bangor, Me.; WLOE, Boston; WLS, Chicago; WLW, Cincinnati; WMAL, Washington; WMBC, Detroit; WMBI, Chicago; WNBH, New Bedford, Mass.; WOAL, San Antonio; WOC, Davenport, Ia.; WODA, Paterson, N. J.; WOKO, Albany; WOL, Washington; WOW, Omaha, Neb.; WPCC, Chicago; WPOR, WTAR, Norfolk, Va.; WPTF, Raleigh, N. C.; WQBC, Vicksburg, Miss.; WRAX, Philadelphia; WRUF, Gainesville, Fla.; WSAR, Fall River, Mass.; WSB, Atlanta; WSM, Nashville, Tenn.; WSMB, New Orleans; WSUI, Iowa City; WSVS, Buffalo; WTAD, Quincy, Ill.; WTAG, Worcester, Mass.; WTAM, Cleveland; WTMJ, Milwaukee; WWJ, Detroit.

LESS THAN 100 CYCLES

KDKA, Pittsburgh; KELW, Burbank, Cal.; KFBB, Great Falls, Mont.; KFJZ, Fort Worth, Tex.; KFKU, Lawrence, Kans.; KFNF, Shenandoah, Ia.; KFOX, Long Beach, Cal.; KFSD, San Diego, Cal.; KGCA, Decorah, Ia.; KHJ, Los Angeles; KICK, Red Oak, Ia.; KMA, Shenandoah, Ia.; KMBC, Kansas City; KMLB, Monroe, La.; KMMJ, Clay Center, Neb.; KNX, Hollywood; KOA, Denver; KOH, Reno, Nev.; KOL, Seattle; KPCB, Seattle; KSOO, Sioux Falls, S. D.; KTAB, San Francisco; KTAT, Fort Worth; KTFI, Twin Falls, Idaho; KTHS, Hot Springs, Ark.; KTNT, Muscatine, Ia.; KUJ, Walla Walla, Wash.; KUOA, Fayetteville, Ark.; KWJJ, Portland, Ore.; KWK, St. Louis; KXO, El Centro, Cal.; KYA, San Francisco; WAAM, Newark, N. J.; WADC, Tallmadege, O.; WAWZ, Zarepath, N. J.; WBAL, Baltimore; WBAP, Fort Worth; WBNX, New York; WCAJ, Lincoln, Neb.; WCAU, Philadelphia; WCDA, New York; WCHI, Chicago; WCLS, Joliet, Ill.; WCRW, Chicago; WDAY, Fargo, N. D.; WDBO, Orlando, Fla.; WDSU, New Orleans; WEAF, New York; WEPS-WORC, Worcester, Mass.; WFAN-WIP, Philadelphia; WFOX, Brooklyn; WHAP, New York; WHK, Cleveland; WHP, Harrisburg, Pa.; WJBW, New Orleans; WJJD, Mooseheart, Ill.; WJKS, Gary, Ind.; WJR, Detroit; WJSV, Alexandria, Va.; WKBB, Joliet, Ill.; WKBI, Chicago; WKBN, Youngstown, O.; WKY, Oklahoma City, Okla.; WLAC, Nashville, Tenn.; WMAQ, Chicago; WMMN, Fairmount, W. Va.; WMPC, Lapeer, Mich.; WMSG, New York; WMT, Waterloo, Ia.; WNAX, Yankton, S. D.; WOI, Ames, Ia.; WOR, Newark; WOWO, Fort Wayne, Ind.; WPG, Atlantic City; WRC, Washington; WREC, Memphis; WRHM, Minneapolis; WRNY, New York; WRR, Dallas, Tex.; WSBC, Chicago; WSFC, Montgomery; WTAQ, Eau Claire, Wis.; WTAW, College Station, Tex.; WTIC, Hartford, Conn.; WWVA, Wheeling, W. Va.; WXYZ, Detroit.

WIP-WFAN Tests Its Selling Power

WHILE realizing radio's ability to sell directly to the housewives, indicated by tremendous growth in the number of domestic science and home economic programs broadcast by network and local stations throughout the country, WIP-WFAN, Philadelphia, of which Benedict Gimbel, Jr., is president, recently conducted an experiment to test the drawing power of a local station in this field.

Anice Ives, home economist, was engaged to organize a department of home economics in any way she saw fit so long as it showed evidence of WIP-WFAN's selling power to the housewife. After sounding out the women listeners and organizing an informal club, for which a name and song were chosen, Miss Ives proposed a picnic to the Great Valley Mills at Paoli, about 20 miles south of Philadelphia.

More than 500 women paid their own transportation fees and attended the picnic in special buses. They were entertained at luncheon by the mill's management and each was given a complete sample set of the company's products.

The result of this experimentation on the part of WIP-WFAN is that a mailing list of more than 3,000 names has been assembled, covering every type of buying power in six counties of Pennsylvania, parts of New Jersey and Delaware and some sections of New York state.

Proposals Are Drafted For Lisbon Conference

PREPARATIONS for the third meeting of the International Technical Consulting Committee on Radio Communication (C.C.I.R.) to be held at Lisbon in 1933 were made at an engineering conference in Washington, Dec. 14, under the auspices of the Federal Radio Commission. While the proposals drafted are simply recommendatory, they will serve as the technical basis for consideration at the International Radio Conference to be held at Madrid next Fall. Frequency phenomena and the characteristics of the various classes of frequencies were discussed in detail, but little mention was made of broadcasting and the practicability of utilizing long waves for broadcasting purposes on this continent, as now is being done in Europe. Dr. C. B. Jolliffe, chief engineer of the Commission, presided.

Monitor Moved

THE MONITOR station at Atlanta, Ga., is being moved to a location near Marietta, Ga., and will be in operation during January, according to an announcement Dec. 22 by William D. Terrell, director of the Radio Division, Department of Commerce. Interference from electrical devices in the vicinity of the Atlanta office necessitated the change to the more remote location.

ELECTRICAL TRANSCRIPTIONS

A series of eighteen 15-minute programs featuring radio's famous songsters

The Boswell Sisters

Connie—Martha—Vet

Distinctive programs for sustaining or sponsored features. Program lists and prices on request.

CONTINENTAL EASTERN DISTRIBUTORS

Room 1107—Annapolis Hotel—Dept. B

Washington, D. C.

Phone—Nat'l 9220

A NEW YEAR DAWNS

If you would make 1932 a really Happy and Prosperous one, let this be your resolution:

"That I shall consider every day as the beginning of a New Year and shall consider that day lost whose low descending sun shall find some opportunity for increasing my business has slipped through my fingers."

Advertising, well placed and thoughtfully made up, is the life of business.

1000 Watts **WNAX** 526 Meters

YANKTON, S. DAK.

has the facilities to bring your message into the homes of over two million families this winter. Use this medium, and our wish to you will be realized.

A HAPPY and PROSPEROUS NEW YEAR

WTIC "Mixing Bowl"

(*Continued from page 15*)

mixer, joined the program as an experiment, for its advertising policy had hitherto made no provisions for radio. The number of sales of the mixer traceable to "The Mixing Bowl" convinced the company that it should not only extend its contract in "The Mixing Bowl" but also should purchase a program on one of the national networks.

Widespread Response

SHORTLY after the informal opening of the model kitchen on the air, a public dedication of "The Mixing Bowl" was staged in the auditorium of The Travelers Insurance Companies, which own and operate the station. The event was announced in broadcasts. Originally planned for two days, the public demonstrations had to be extended to three in order to accommodate the crowds that attended. An idea of the interest of the feminine audience in the new program may be obtained from the fact that of the 3,000 women crammed into the limited space of the auditorium, many came from long distances, including towns and cities in New York State, Rhode Island, Massachusetts and New Jersey.

It was evident in the written comments of those who attended the public "Mixing Bowl" demonstrations that the program was attracting a very desirable class of listeners. They were prospective customers in whom the retailers of electric ranges, refrigerators and other expensive products would be interested. In fact, considerable publicity attended the first "Mixing Bowl" dedication party due to the fact that the governor's wife was injured in an automobile accident while driving from the auditorium to her home. The object of mentioning this incident is not to encourage such methods of publicity, but merely to show the type of woman to whom the "Mixing Bowl" plan is attractive.

For such a program as "The Mixing Bowl," the Connecticut station occupies a peculiarly fortunate strategic position, for according to Department of Commerce figures, there are more than four million radio receivers within 300 miles of its 50,000-watt transmitter. This number comprises one-third of the total count of receivers in the nation. In addition, the station is in the center of the nation's richest section. Greenwich, a few miles away, is the richest city per capita in the world, with Hartford itself following closely in second place.

Everyone on the list of 10,000 regular adherents to the program receives each month a series of menus to be bound in a loose-leaf binder provided by the station. The recipes include all those given on the air by Miss Bowering and stress the qualities of the products of "Mixing Bowl" sponsors. They are printed in an attractive form so that they will take a permanent and conspicuous place in the homemaker's library of cook books.

Two Denied Television Station Applications

TWO APPLICATIONS for experimental visual broadcasting stations were denied Dec. 18 by the Federal Radio Commission. Sustaining Examiner Pratt (Report No. 278), the Commission denied the Pilot Radio & Tube Corp., Lawrence, Mass., authority for a station on 2000-2100 kc. with 250 watts, on the ground that the applicant failed to show that the equipment proposed to be used would be suitable.

Indiana's Community Broadcasting Corp., Hartford City, Ind., was denied its request for assignment to 2750-2850 kc., with 50 watts, on the ground that the applicant did not show sufficient technical facilities to insure experimentation that would advance the visual art. The Commission sustained the recommendation of Chief Examiner Yost in this decision (Report No. 276).

$10,000 Football Sponsor

SPONSORSHIP of the recent Army-Navy football game for unemployment relief, carried over NBC and CBS networks, cost the John B. Stetson Co., Philadelphia hat manufacturers, the sum of $10,000, all of which was contributed to the unemployment fund. The networks did not charge for the hookup.

Radio Straw Vote

RADIO straw votes appear to be the coming vogue in broadcasting. One such, recently conducted by KNX, Hollywood, brought in nearly 30,000 ballots. Herbert Hoover led the field with 12,494. Franklin Roosevelt came next with 9,136. Other votes were cast as follows: Will Rogers, 2,362; Hiram Johnson, 2,147; Al Smith, 1,121; William Borah, 1,036; Governor Murray of Oklahoma, 640; William Gibbs McAdoo, 311; William Randolph Hearst, 273; Governor Ritchie, 160. The votes came from 11 states, with Hoover leading in California, Colorado, New Mexico, Oregon, Utah, Washington and Wyoming. Will Rogers led in Arizona and Nevada, Roosevelt in Montana and Borah in Idaho.

An Oregon Move

AUTHORITY to change its location from Astoria to Klamath Falls, Ore., and to shift from 1370 to 1210 kc. was granted KFJI, Astoria, Ore., a 100-watter, by the Federal Radio Commission Dec. 4, in approving the recommendation of Examiner R. H. Hyde (Report 269). The Commission found that Astoria and surrounding vicinity now receive adequate broadcast service, while Klamath Falls is being inadequately served.

The HAY-ADAMS House

WASHINGTON, D. C.
(Opposite White House)

HOTEL—APARTMENT

Reservations Now Being Made

From one room and bath to 7 rooms and 3 baths.
Electric refrigeration, running ice water.

TRANSIENT TARIFF

Single Rooms from..$4.00
Double Rooms from. 6.00
Larger Suites in Proportion

NATHAN SINROD
Manager

"WE ARE SEVEN . . . ."

There are seven offices of Scott Howe Bowen, Inc.—located in seven important centers where advertising originates. It is the aim of these seven offices to represent exclusively, to the best of their ability, a group of non-competing radio stations. Their entire efforts are devoted to the sale of radio time for these stations.

There are undoubtedly many radio station owners who are unfamiliar with this unique sales service. There are just as many who could use such a service profitably. We invite you to inquire for details.

SCOTT HOWE BOWEN Inc.

CHRYSLER BUILDING
NEW YORK CITY

Chicago, Wrigley Bldg. — Detroit, Fisher Bldg.
Kansas City, 1016 Baltimore Ave. — Boston, 185 Devonshire St.
Omaha, 502 Barker Bldg. — San Francisco, 865 Mission St.

RMA Urges Rules To Aid Television

INTERNATIONAL recognition of the ultra-high frequencies for visual broadcasting and adoption of regulations covering their use for television in a fashion expected to meet requirements of the art for the next five years has been recommended to the Federal Radio Commission by the Radio Manufacturers Association. The proposals were submitted for consideration next fall at the International Radio Conference in Madrid, at which the existing international radio convention governing the use of frequencies will be amended.

The recommendations were drafted by the RMA Television Commission, of which D. E. Replogle, vice president and chief engineer of Jenkins Television Corporation, is chairman. In his report he said that the present television bands in the continental short waves are inadequate to give satisfactory service.

On these narrow 100 kc. bands, of which four are available to this country, there is insufficient space to assign television stations to supply adequately one city without considering the many cities that will want service, he said. Moreover, he declared, they are too narrow to permit satisfactory picture transmission and are subject to elemental disturbances which produce phantom images and fading.

RMA Proposals

THE FOLLOWING recommendations were made to the Commission:

1. The desirability of securing a continuous band from 35 to 80 megacycles exclusive of the amateur band (56 to 60 megacycles).

2. That sound be permitted on channels assigned for visual broadcast when and only when accompanying visual programs.

3. That a channel width of 2,000 kc. be allowed for experimental television transmission because of the width of the side band necessary to convey pictures of adequate detail and because of the space required for the synchronizing signal and associated sound programs and for a wide band between adjacent television channels to allow for inaccuracy in the maintenance of television transmitter frequency and to permit the easier construction of high fidelity receiving sets for television and sound.

"These recommendations," said Mr. Replogle, "are considered of greatest importance. They show first the trend of television development for the next few years, namely, toward the use of the shorter waves hitherto believed unusual and for the possibilities of sight and sound broadcasting. The discussion at the meeting also revealed the fact because of the non-interference of the transmitted wave on these frequencies, it will be possible to pass hundreds of transmitting stations throughout the United States without objectionable interference."

RCA, Jenkins, Philco, Sanabria, Baird Television of England, Shortwave & Television Labs., Radio Pictures, Freed Radio & Television; Stromberg Carlson and Kolster were the television interests represented at the meeting.

Network Reporters Sail For Geneva Conference

FREDERICK WILLIAM WILE and William Hard will sail for Europe about the middle of this month to act as "speaking reporters" for CBS and NBC, respectively, from the Geneva disarmament conference, scheduled to begin Feb. 2. The NBC last month appointed Dr. Max Jordan, formerly Washington correspondent of the Berliner Tageblatt, as its Central European representative. Dr. Jordan has just returned from a special trip around the world for the newspaper in which he combined with official diplomatic work for his government. He sailed Dec. 15 and will make his headquarters in Basle, Switzerland. One of his first tasks will be the arrangement of a new series of broadcasts to NBC from Germany and other European countries. Cesar Saerchinger, London representative of CBS, who was recently on a visit to America, is now on the continent making arrangements for special broadcasts to this country and for pickups abroad of CBS relay programs. He will make preliminary arrangements for Mr. Wile at Geneva.

Detroit News Sponsors Music Feature on WWJ

THE DETROIT NEWS has inaugurated a series of Tuesday evening programs on its WWJ, Detroit station, designed to offer good music with a minimum of sales talk. The programs, conceived and produced by Miss Marion Martin, are not restricted to classical music but often include semi-classical numbers such as "Song of the Bayou" and "Rhapsody in Blue." Brief advertising talks carry service as their theme. Listeners are not urged to buy The News but merely are reminded that the newspaper strives to help them in numerous fields. Considerable favorable response has been received.

U. S. Closes Stations

UNCLE SAM will close down his Naval radio stations at the Great Lakes Naval Training School, near Chicago, on Jan. 1, as a measure of economy, the Navy Department announces. The equipment, however, will be maintained in operating condition, so that it may be manned by personnel of the Naval Communication Reserve for communication with training vessels of the Naval Reserve Units during their Great Lakes cruises next summer. The Navy Department on Jan. 1 will also close down the radio stations at Savannah, Ga., and St. Augustine, Fla. The two southern stations will be dismantled permanently.

Denver Radio News

THE ROCKY Mountain Broadcaster, a newspaper devoted to the interests of radio station operators, has begun publication at 1826 Broadway, Denver. D. B. Herrick and J. G. Patton, formerly Gunnison, Col., newspapermen, are editor and advertising manager, respectively.

NEWS

— about broadcasting stations, their personnel, their equipment, their accounts . . .

— about the networks, their sponsored and sustaining programs, their general activities . . .

— about advertising agencies, station representatives, transcription distributors and equipment makers . . .

— about the activities of the Federal Radio Commission and its orders and decisions . . .

— about all of the movements current in the business world and the world in general that in any way affect broadcasting . . .

AN ABLE STAFF and correspondents in strategic points throughout the country gather this news and present it to you to enable you to know what others are doing in your field —BROADCASTING was conceived and is being developed as a medium for the exchange of ideas among all the elements that participate in this art and industry.

YOUR COOPERATION in the matter of news notes, splendidly furnished so far, is deeply appreciated by the editors. Your continued cooperation with the editors and correspondents is earnestly desired. This is *your* medium—the medium of the broadcasting field as a whole.

BROADCASTING

NATIONAL PRESS BUILDING, WASHINGTON, D. C.

THE NEWS MAGAZINE OF THE FIFTH ESTATE

National Press Bldg., Washington, D. C.

Radio Law is Written by Court

(*Continued from page 17*)

motion to dismiss the appeal is therefore denied."

In view of these rulings, it is expected that the court will not dismiss five appeals now pending in the high power case, which involved applications for construction permits, rather than for modification of licenses, although the appellants subsequently filed with the Commission applications for modification to safeguard themselves on possible appeals.

Going into the facts in the WPTF case, the court brought out that North Carolina is located in the Third Zone, which is overquota 9.59 units, or 11 per cent. The state is underquota by 1.01 units, but if alloted the increased power, it would be 0.47 unit overquota.

"It is true that the increase of power requested by appellant would subserve the public convenience and interest of the people residing in the additional area which would be better served thereby," the opinion stated. "But the Commission must take into consideration the public convenience, interest and necessity of the radio service of the entire country, of which appellant's station and its service area are but a part."

Los Angeles Well Served

IN THE KECA case, the court recited that the station, operated by the Pacific Development Radio Company (Earl C. Anthony), is assigned to 1430 kc. with 1 kw. and unlimited time. It had sought an increase to 2½ kw. for daytime, with retention of its 1 kw. night power, and for permission to use a 5 kw. transmitter.

"The Los Angeles metropolitan area now has 19 radio broadcasting stations (8 of which share time—using four frequency assignments, 2 stations sharing time on each)," said the court. "The basis of appellant's application, therefore, is not that the public have not adequate radio reception, but that Station KECA does not succeed in reaching the entire area with its programs with more than a fair signal during daylight hours of operation."

The court brought out that the Fifth Zone has 91.08 units, or 11.08 units in excess of the allotment to which the zone is entitled under General Order 92. It added that "it appears also that the state of California now has assigned to it an excess of facility units as compared with other states in the Fifth Zone, and, furthermore, that the granting of the application would tend to preclude the granting of other pending applications for broadcasting facilities in communities in the state which do not now have adequate service."

The court further held that the Commission rightly refused to grant the request of KECA for authority to use a 5 kw. transmitter, since, under General Order 91, a 1,000-watt station is limited to the use of a 1,000-watt transmitter. "This requirement is plainly within the reasonable regulatory authority of the Commission and does not offend against either statutory or constitutional provisions."

KFQU Appeal Denied

A THIRD case decided by the court, also in favor of the Commission, was that of KFQU, Holy City, Cal., which was denied renewal of license because of violations of General Order 7 or excessive frequency deviations. The case (Appeal No. 5422) was argued on Dec. 7, with Fanney Neyman, assistant counsel, appearing for the Commission and Howard S. LeRoy, counsel, for W. E. Riker, owner of KFQU.

KFQU was assigned to 1420 kc. with 100 watts, sharing with KGGC, San Francisco. Five citations during the first three months of 1930 for frequency deviation beyond the 500-cycle limit were the primary reasons for the Commission's action. In addition, evidence was offered that Riker, without the written consent of the Commission, had transferred "substantial rights" given him in his license. Failure to show the character of service being rendered or a public need for its service also were cited.

The court upheld the Commission's decision in toto. In addition it found that the Commission's refusal to accept a written statement of the engineer of the station stating that crystal control had been installed to guard against frequency deviation, because the statement was unverified, was "not error."

General Order 7, the court said, makes it mandatory for every station to maintain its assigned frequency within the prescribed limits "and that a violation of this order will be deemed by the Commission cause for revocation of a license under Section 14 of the Radio Act of 1927." This ruling is interpreted to mean that the Commission may justly revoke or refuse to renew licenses of stations violating Commission regulations. Thus the new 50-cycle order, to become effective next June, is expected to prove a potent weapon for the Commission, particularly in the light of the new opinion.

WTMJ Withdraws Appeal

(*Continued from page 17*)

television, trans-oceanic, ship to shore, facsimile, and other authorizations held by NBC, RCA Communications, Inc., Radiomarine Corporation and RCA-Victor.

The Commission, by a three-to-two vote, with Chairman Saltzman and Commissioner Sykes dissenting, renewed the licenses of these companies which, for the preceding two months, had been in jeopardy. The WTMJ appeal, however, threw the whole case into litigation.

The case had its inception when the Supreme Court finally refused to review the "Clause 9" decisions of the lower courts against the RCA. "Clause 9" was the provision by which RCA required set manufacturers using its patents initially to equip their receivers with RCA tubes. This, the court held, tended toward monopoly. The majority of the Commission held that the court judgment in the case did not require cancellation of the RCA licenses within the meaning of Section 13.

RCA Counsel Surprised

LOUIS TITUS, counsel for the RCA companies in the Section 13 litigation, on Dec. 17 declared the dismissal action on the part of WTMJ came as a "complete surprise" both to himself and his client. "We know of no reason why the Journal Company should have suddenly decided to dismiss this appeal," he said in a statement. "We had prepared and filed our brief and were all ready for oral argument. It is a matter of regret to me and to my client, the Radio Corporation, that this appeal should have been dismissed, as we were most anxious to secure an authoritative court decision on the question involved as we have never had any reason to doubt that such decision would have been favorable to us."

In supplementing its decision on Dec. 11 in the WTMJ service area case, the Commission granted the application of WFLA-WSUN for a construction permit for a new station but denied Mr. Segal's motion to postpone for 20 days the effective date of the previous decision as well as his motion for reconsideration and oral argument. In the supplemental order, the Commission said:

"It is ordered that the application be granted, but that on completion of the construction the Commission will prescribe rules for various tests of power to be made varying from 250 watts to 1 kw. at night, and from 500 watts to 2500 watts day power.

"That when the Commission has finally determined from its tests and other investigations, which it may deem necessary, it will then license the station to use that power which, in its judgment, will not unduly interfere with Station WTMJ of Milwaukee, Wisconsin, as prescribed by the mandate of the Court of Appeals of the District of Columbia. * * *

"That pending further order of the Commission, Station WFLA-WSUN will operate with a power of 250 watts night and 500 watts day in accordance with the Order and Statement of Facts of the Commission adopted on December 11, 1931."

CINCINNATI newspapers, after six months of extreme condensation of radio programs, have adopted a new policy of publishing the names of participating artists while still barring the names of advertisers or advertised goods.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

For Sale

250 watt transmitter crystal control, maintaining frequency within fifty cycles. One hundred percent modulation, complete A.C. operated. Immediate delivery. Priced right. Address Box 5, c/o BROADCASTING.

WCAE Dedication To Be Held Jan. 4

RADIO and the newspaper are expected to bear a closer alliance in Pittsburgh as a result of the acquisition of WCAE by the Pittsburgh Sun-Telegraph of the Hearst interests. The purchase was due largely to the initiative of Harry M. Bitner, radio-minded publisher of the Sun-Telegraph, which also carries one of the country's leading radio pages, of which Darrell Martin is editor.

Official dedication of the station will take place Monday, Jan. 4, when a score of syndicate writers and cartoonists will gather in Pittsburgh for a nation-wide celebration over the NBC network. An exchange of greetings between William Randolph Hearst and Mr. Bitner will be a part of the ceremony.

The station began operation on a 17-hour schedule on Dec. 15. It will be known as "WCAE, Voice of the Pittsburgh Sun-Telegraph." WCAE was one of the six original stations to form the first NBC network.

Production of special broadcasts, including interpretation of news events four times a day, will be under the direction of Jack Keough, ace sports announcer of San Francisco. Other station personnel include the following: J. L. Kaufman, manager; Clifford Marshall, casting director; Frank Mulloy, public relations; Howard Gambrill, accountant, Miss Florence Schmalhorst and Miss Dorothy Deere, secretaries; Ford Miller, C. Herbert McGee, Wilbur Sutherland, Theodore Epstein and Leonard Bazell, announcers; John Wentley and D. W. Walker, commercial agents; H. L. Bixbee, chief engineer, and Harold Holland, Richard Bower, William Boher, George Saviers, William Scott and Arthur Brown, control operators.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station
Management Problems

Station WOR

Newark, New Jersey

New Jersey Leads in . . . Percentage of Families Owning Radio Sets

~ *Newark Evening News, November 30, 1931*

Offers an Opportunity to Concentrate on Distribution in the World's Largest Center of Population and Richest Buying Market

BAMBERGER BROADCASTING SERVICE, Inc.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City

AMERICA'S LEADING INDEPENDENT STATION

Serving Greater New Jersey and New York Metropolitan Area

How to Pick Proper Transmitter Site

(*Continued from page 21*)

engineer with experience in selecting a site can generally do a pretty good job by inspection, but he can never be certain without the survey.

Aims of Survey

THE FIELD survey should prove the following things:

1. A field intensity of 10 to 20 millivolts per meter will be obtained over the business area of the city.
2. A field intensity of 2 to 10 millivolts per meter will be obtained over the residential section.
3. The absorption of the signal is the minimum of any obtainable sites in the area. As a guide in this respect the absorption of the signals from other stations in that area should be followed as well as the results of tests on other sites.
4. The field intensity at the outer limit of the nuisance radius does not exceed 75 to 100 millivolts per meter.

In the absence of field surveys, the average conditions are presumed to prevail and field intensities may be determined under these conditions from Figure 1 of the Fifth Annual Report of the Federal Radio Commission, Page 37[2]. It should, however, be borne in mind that the absorption of the signal across cities is generally greater than that which would be indicated by this figure. This is also usually true of hilly country or very sandy soil. If a compromise must be made between sandy soil, high elevations, and intervening territory, a field intensity survey should be made from several sites.

Considerable work is now being done to develop a radiating system that will have decided directional characteristics. Much usage can be made of such a radiation system. If a station is operating at a site and it is found that with the power assigned satisfactory coverage cannot be made over the city in the primary service area, then one of several of the directional radiating structures may prove materially beneficial. A gain of as high as one and one-half to three times in field intensity in a given direction may be obtained from such structures, or if a station is between two cities which are fairly well served, it is possible by means of a directional structure to obtain Figure 8 pattern and thereby concentrate energy over both cities.

In conclusion let it be said that there are now many stations licensed to operate with specific powers which could undoubtedly gain a better coverage of their primary areas by selecting more suitable sites and erecting efficient radiating systems than could be obtained by a one or two step increase in power. As commercial surveys become more popular this fact will become evident throughout the industry.

In making the final determination of a site, one cannot stress too much the need for a field intensity survey to establish the exact conditions and the consideration of the results with the field intensities considered in comparison not only with other sites in the same area but with other existing stations in the same and other areas. The selection of a proper site for a broadcast station is an important engineering problem and can only be done by experienced radio engineers.

[1] *This bulletin may be obtained from U. S. Gov't Printing Office, Washington, D. C. No charge.*

[2] *For sale by the Superintendent of Documents, Government Printing Office, Washington, D. C. Price 20 cents.*

Agency Radio Survey

(*Continued from page 16*)

pilations—supplies an entirely new and illuminating set of facts to guide the advertiser in planning a radio campaign.

"In the first place we wanted to know how and where to advertise radio programs in the newspapers. We have recommended and continue to urge that sponsors of radio programs advertise those programs in the newspapers circulated in the territories covered by the broadcasts. Our information for placing those advertisements is now definite.

"In addition, we believe that our data now constitutes an accurate basis for judging rates on radio time. Further, there are many business firms that must allocate the costs of radio advertising to various territorial divisions of their operations. Our data gives a more definite check on this point than has previously been possible.

Significance to Advertiser

"WHEN WE consider that there are 3,073 counties in the United States and some 3,165 municipalities of 2,500 or more residents and that our information covers all these, its significance to the advertiser is tremendous. Add to this data, the market information which we maintain in up-to-the-minute detail and we have a set-up that has never before been approached. And, still further: with information obtainable from the 1930 United States census, and knowing the effectiveness of a broadcasting station in any given county, locality or territory, we can furnish the advertiser with exact information on how many radio sets there are in that county, locality or territory and therefore how many families as potential listeners to his programs.

"There is a general belief that all radio is more effective at night than in the daytime. Yet we find some localities where Station A gives perfect broadcasts during the day but cannot be heard at night. Such is the report from a section in the West.

"In North Carolina we find that one section consistently listens in on a Florida station at certain times although there is a good station only 35 miles distant. Atmospheric conditions are said to be responsible. From a good territory in Oregon we hear that the best reception is from the South and that a Los Angeles station 1,200 miles away is more effective than another station only 200 miles away.

"In Montana there is a town which finds daylight reception impossible, while still another reports that a local station is giving marvelous daytime reception especially to rural listeners. Other sections of the West and Middle West report certain stations which have widespread rural acceptance, due to the types of programs, weather information, market reports and such. This is particularly true of a number of stations in Wisconsin, Nebraska and the Dakotas.

Station Peculiarities

"WE FIND also that some stations actually 'hop over' one or two counties and then go merrily on with perfect broadcasts; that some are useless in the daytime and others to all intents and purposes dead at night; there are others which are far more effective in summer than in winter and some that are popular or unpopular because of their programs and others because of their 'attitude.' For instance we have this information from a town in Nebraska: 'Station X is one of the least popular, as they have a snooty attitude which doesn't take; people don't have to listen, you know; and they sure won't if they do not like the station's manner.'

"From central Wisconsin we get the information that there is one completely 'dead' spot for a powerful and otherwise effective station; from another section we learn that Station Y is popular because of its children's programs.

"I could cite a thousand bits of such information which have been developed by this survey and which illustrate its tremendous scope and detail. They are interesting as such, but in their totality and when classified in a dozen or more of their various phases will be the most valuable compilation of factual radio material in existence, as applied to the needs of the present or prospective user or radio broadcast advertising."

WBT Issues Weekly

A WEEKLY news sheet was inaugurated on Dec. 24 by WBT, Charlotte, N. C., following a contest among listeners through which the name "News, Views and Reviews from WBT, Charlotte, N. C.," was selected. The sheet, which appears every Thursday, will carry news of the station personnel, programs for the week in advance, and notes of the Dixie network, of which WBT is the key station.

Standard Order Form

FINAL draft of a proposed standard order form for agencies will shortly be submitted for the approval of the Commercial Committee of the National Association of Broadcasters by the Radio Committee of the American Association of Advertising Agencies.

NOW AVAILABLE

Complete Detailed Certified Facts

Regarding

The Iowa Market

and

The Ability of

WMT

To Cover That Market

For Detailed Information Write

The Waterloo Broadcasting Co.

WATERLOO, IOWA

Riding the Element .. Like a Living Thing!

FOR SIX YEARS THE BELL LABORATORIES have been studying the science of spot broadcasting by electrical transcription. From these laboratories today comes Western Electric Noiseless Recording. Tones that ride the element like a living thing. Every hint of extraneous surface background is swept away. The musical range is almost doubled. When your advertising calls for fresh expression; when your sales need stimulation; when you want to spot your radio programs in your sales areas and not waste money broadcasting elsewhere—think of this! This new method for spot broadcasting is now offered to national advertisers* by the World Broadcasting System Inc., and its subsidiary, Sound Studios of New York, Inc., licensee for Western Electric noiseless recording. Programs of World Broadcasting System, Inc. are the aristocrats of radio productions. There is nothing finer. Advertising and sales executives wishing information on this remarkable forward step in radio procedure are invited to write for the booklet SPOT BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building — 50 West 57th St., New York

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
179 King Street W., Toronto — 6-242 General Motors Building, Detroit — 333 N. Michigan Avenue, Chicago — Baker Hotel, Dallas, Texas.

*Already the list of users includes such leaders as: Chevrolet Motor Co.; Edna Wallace Hopper, Inc.; Life Savers, Inc.; Maxwell House Coffee; Phillips' Dental Magnesia; Louis Phillippe, Inc.; Jocur (Wave-Set); Remington Rand, Inc.; John H. Woodbury, Inc.; United Drug Co., Inc.; Vick Chemical Co.

Western Electric
NOISELESS RECORDING